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NILES TRAMMELL

HEINL NEWS SERVICE

Radio — Television — FM — Communications

2400 California Street, N. W. Washington 8, D. C.

Robert D. Heinl, *Editor*

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No. 1857

January 5, 1949

UNCLE SAM TO HAVE WORLD'S FINEST RADIO TEST LAB. - $4,475,000

It appears to be a foregone conclusion that one of the early moves of the Eighty-first Congress will be to provide for the new $4,475,000 radio, television, communications, testing laboratory at the National Bureau of Standards in Washington. A final act of retiring Senator Wallace White of Maine in the last Congress was to introduce this bill calling for a magnificent new building to replace the present scattered and overcrowded quarters with a single structure big enough to take care of the fast growing technical staff which will be enlarged by 100 persons in 1949. It is expected that Senator Edwin Johnson (D), of Colorado, who succeeds Senator White as Chairman of the Interstate Commerce Committee, will re-introduce an identical bill to that of the Maine Senator calling for the modernization of the Standards Bureau Radio quarters.

Citing two principal reasons why this new building is urgently needed, William C. Foster, Acting Secretary of Commerce, stated:

"(1) It would enable the Bureau to centralize the activities of the Central Radio Propagation Laboratory, which are now scattered in four buildings on the Bureau grounds, and, in addition, there are certain activities in three locations in Virginia and Maryland which should be performed in the central laboratory.

"(2) It would relieve congestion in existing buildings on the Bureau grounds and enable the Bureau to transfer other activities to the space released by the radio laboratory and thus permit the removal of 10 temporary buildings, some of which were constructed to meet wartime needs, buildings which are entirely inadequate for the operations now being conducted in them. For example, there are a dwelling, a stable, quonset huts, and several sheds which are now being used for laboratory and office purposes.

"Since 1941 the appropriation for research and testing work and for operation of the Bureau has increased threefold.* * * *

"The Central Radio Propagation Laboratory, alone, is planning to employ 100 additional employees in the fiscal year 1949.

"The purpose of the Central Radio Propagation Laboratory is to provide for (1) the essential experimental and theoretical work on radio standards and measurements and radio propagation, and (2) the radio research and information service to the public and to the Government. Prominent among the information services rendered by the laboratory are the periodic forecasts of conditions which affect radio transmission and reception. Through its research the laboratory is able to determine the effect of different atmospheric conditions on radio reception and transmission and on frequency requirements, throughout the United States. This information is of particular value to American aviation since adequate radio reception and transmission is an important factor in the safe operation of the air lines. It is also of vital importance to the Armed Forces and in the development of defense weapons. Since these functions are all

interrelated and require common facilities and equipment for maximum efficiency, the centralization of all the Radio Propagation Laboratory functions in one building would result in greater efficiency and a saving in operation costs."

"The proposed new building would have a total of 1,700,000 cubic feet distributed as follows: 629,000 for measurement standards research, development, and testing work, with special facilities such as screened rooms, development shops, space on the roof for measurements free from wall reflections, and full development laboratory facilities; 280,000 for all the radio propagation data coordination, centralization, analysis, predictions, publication, and information services; 280,000 for basic research and analysis of propagation phenomena at all frequencies, including work on utilization of frequencies and special frequency allocation studies; 435,000 for experimental propagation research and development, carrying on the work that has been done by other agencies during the war and which made the United States a leader in the field, and 76,000 for administrative activities.

"This laboratory building will require a number of special features which will materially increase the cost of the structure over the average office building of this size. It will be necessary to shield electrostatically approximately one-third of the area of the building above the ground in order to protect the low power measurements from the large fields created by some of the other activities in the building and elsewhere on the Bureau grounds. These rooms would require local temperature and humidity controls in addition to the general air conditioning of the entire building.

"Many of the rooms will require the standard frequencies which will be available in the building. This means an elaborate set of coaxial and wave guide fittings leading throughout the building. Since much of this work is experimental and the fixture requirements will vary from one project to the next, large under-floor conduits must be provided to give required flexibility.

"Another special feature of the building is the necessity for a copper roof. Since an antenna transmits not only the direct waves but also a mirror image of this direct wave reflected from the ground beneath, this ground must be of highly conductive material. It will be necessary to cover the copper roof with a protective tile wearing surface because there will be considerable laboratory activity on the roof. This places additional weight on the roof, requiring that the total structure be strengthened all the way to the basement. Because much heavy equipment will be carried to the roof, it will be necessary for the freight elevator to extend an extra floor.

"In the subbasement vaults will be installed with special air-conditioning and temperature-control equipment to house the crystal clocks which are the basis of the national primary standards of frequency.

"On the basis of the present level of construction cost, it is estimated that the radio laboratory building will cost $4,475,-000, of which $4,115,000 is the cost of construction and installation of utilities and $360,000 is the cost of equipment. In view of anticipated fluctuations in construction costs, it is difficult to know exactly what the actual cost at the time of construction will be. A limit of cost determined by the prevailing price might prove excessive or inadequate when the construction contract is finally negotiated."

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FCC THUMBS NOSE AT HARNESS REPORT AS DEFEATED AUTHOR EXITS

What was intended to be one of the opening guns of the Dewey administration - a bombshell dropped on the Federal Communications Commission by the House sub-committee headed by Representative Harness (R), of Indiana, proved to be a dud. The report of the Harness Committee investigating the FCC charged the Commission with misusing its powers, attempting to censor radio programs and numerous other irregularities but these allegations were wasted on the desert air due to the fact that Mr. Harness had been defeated in the last election and the Republican majority was making its last gasp.

The House group, headed by Representative Harness said new laws should be enacted to cover problems that did not exist when the present FCC law was written. It said such problems included television.

Sharply criticizing the FCC, the Committee said Congress should continue to investigate the agency. It urged legislation that "will leave no question of the intent of Congress that radio must remain as free as the press."

The Committee said the FCC "directly and indirectly" is seeking to censor program content through the medium of its "Blue Book" issued in March 1946. It said FCC is using this publication "as the basis and excuse for regulation of radio program content."

There is evidence, the report said, to support the premise that publication of the book and its preparation by a former employee of the Government-owned British Broadcasting Co. "was a deliberate step toward Government control of radio."

"It indicates a reversion to that type of Government control and regulation which we have struggled in the past to escape", it added. "We are forced to the conclusion that such acts were a misuse of powers far beyond those given to the Commission by Congress."

The Committee said the "Blue book" reflects an assumption by the FCC of a "right to dictate to a broadcaster what he may or may not put on the air."

It said the FCC had no authority to publish the "blue book" in the first place.

Generally, the Committee made these observations:

The FCC "offers an example of the danger of merging the legislative, executive and judicial branches of our Government" and of "the usurpation of the judicial powers."

The FCC "could do a much better internal administrative job if it dug in, straightened out its lines of authority and saw to it that none of its essential parts dominated the other parts."

The FCC accounting department "seems to be the weakest department in the Commission", while the law department exercises power and influence "far above and beyond its ability and merits."

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BOOK PUBLISHERS JITTERY OVER TELEVISION PROSPECTS

What he thought television might do to the book publishing business and the changes it could bring to book readers' habits was outlined in New York last week by J. Raymond Tiffany, General Counsel of the Book Manufacturers Institute who declared that television had become a "devastating competitor" to the world of books.

"I have talked with a number of set owners", Mr. Tiffany said, "and without exception, they have said that the whole family was reading less than before they installed television. One devoted reader told me that he had canceled his book club subscription because he now lacked the time to read as he formerly did."

Television, he went on, could be used to create reader interest in books, increase book demands and sales, improve the people's culture. "But will it be?" he asked.

"The answer seems to be better books at reasonable prices, greater and wider distribution, a greatly increased number of outlets with increased discounts to retailers, more effective advertising, using TV as a medium", he declared.

"You cannot fondle a TV set as you can a good book. You cannot write marginal notes on a TV screen, as you can in a book. TV will not enable one to memorize a delightful passage as the whole story unfolds from beautifully constructed sentences. TV can digest a story but in the doing thereof the depth of feeling, the charm of living through the entire plot, is lost."

Mr. Tiffany maintained that "we need constructive thinking on the problem by the best brains in the book publishing and manufacturing and the television industries."

He noted that "unfortunately the majority of our people are mentally lazy", preferring that form of entertainment or relaxation requiring the least effort.

"Television", he said, "while a definite competitor for the readers' time, can be turned to good advantage to promote the cause of books and culture. But it will not happen unless those interested bring it about. The time to do this is now."

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ASCAP RADIO CONTRACTS RENEWED; TV NEGOTIATIONS IMMINENT

Existing contracts between broadcasters and ASCAP have been automatically renewed for nine additional years beginning January 1, 1950, it was announced last week by Theodore C. Streibert, NAB Music Advisory Chairman, and President of WOR.

"By the terms of the existing contracts for the industry, which have been in effect since 1941, the contracts renewed automatically when ASCAP failed to give notice before December 31, 1948, that the Association desired to negotiate for a payment increase", Mr. Streibert explained.

"No such notice was served", he added.

The terms of the contracts in the renewal period are exactly the same as the existing contracts with the single exception that during the renewal period broadcasters may no longer change back and forth from one basis of payment to another at their election. Payments are made on the basis of either a 2-1/4% royalty on income or a royalty of 8% on only those programs which contain ASCAP music.

While the ASCAP contracts with standard radio broadcasters are settled for a decade, the matter of rights for the use of the Association's music on television is up for settlement and negotiations are expected to get started immediately, Mr. Streibert asserted.

Recently ASCAP served notice to the television industry that the present agreement which allows the Association's music to be heard on video without charge ends December 31, 1948. If a new agreement for television is arrived at by February 28, 1949, the terms are expected to be retroactive to January 1, 1949.

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RAULAND CORP. TO BEGIN TV TUBE MASS PRODUCTION

The Rauland Corporation, tube manufacturing subsidiary of Zenith Radio Corporation, will next month begin mass production of a new, giant sized picture tube for use in the Zenith television models that feature the Giant Circle "C" Screen.

Commander E. F. McDonald, Jr., Zenith President, said that the picture area of these sets is more than three times the size of a conventional picture on a 10-inch tube, and substantially larger than the "A" and "B" screens used on other Zenith models.

He said that one Zenith model with the giant "C" screen was put on the market last November, but production has been limited by the availability of satisfactory picture tubes.

"Now", he said, "we can expand production of these large screen sets."

The new tube was developed by Rauland to give added brilliance to large size pictures, he said. It has a circular glass screen fused to a light weight metal (steel) housing.

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"ON TELEVISION YOU'RE THERE"; DUNLAP EXPLAINS MAGIC OF IT

Orrin E. Dunlap, Jr., introducing the second printing of his "Understanding Television - What It Is and How It Works" explains:

"This book is written to answer the question, 'How does television accomplish this magic; how does it work?'

"'It's incredible!' exclaimed a New Yorker as he watched a television screen. 'At the very instant the President addresses Congress, we see him as clearly as if we were there; we see every gesture, see him turn the pages of the manuscript, and, as he reads, it is apparent that he has not memorized any paragraph of his speech.

"'When he finishes, we see him take a drink of water. As he leaves the rostrum he folds up his papers and walks down the aisle, stopping here and there to speak to friends - then disappears through the crowd of Senators and Representatives. And to think that this scene in the Nation's Capitol is coming to us over two hundred miles of cable and is being broadcast to us from the top of the Empire State Building! H ow in the world does television do it?'

"It is hope that this book will help the layman to understand why and how he sees the President so clearly; how he sees a home run as it is batted into the stands at Yankee Stadium; how he sees the football punted by a Princeton toe, a puck flying over the ice in Madison Square Garden, a tennis ball smashed across the net at Forest Hills, or the punch of a knockout blow delivered by a champion.

"When it happens on television, you're <u>there</u>!"

Mr. Dunlap, pioneer radio editor of the New York Times and now Vice-President of the Radio Corporation of America, modestly describes the newest edition as having "a number of improvements in the text, illustrations, etc." when as a matter of fact it seems to be practically a new book and certainly the last word on television.

Outstanding chapters are devoted to "How You See By Television", "What Performers Should Know About Television" and "Television Bibliography". Greenberg, New York is the publisher.

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SEN. JOHNSON, COLORADO, RECEIVES TRUMAN'S CONGRATULATIONS

Senator Edwin Johnson (D), of Colorado, who will succeed Senator Wallace White (R), of Maine as Chairman of the Senate Interstate (Radio and Communications) Committee, was heartily congratulated last week by Mr. Truman when he visited the White House.

As was the case with the President himself, Senator Johnson was slated for defeat by pollsters and columnists but came through with a smashing victory.

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EAST-WEST TELEVISION NETS ALL SET FOR GALA UNION JAN. 11

Apparently every detail has been completed for the auspicious connection of the world's first television networks next Tuesday, January 11th. The East and Midwest television nets, which seem to have grown like Topsy, will be tied in via American Telephone and Telegraph Company coaxial cable that day with a special program (9:30-11:15 P.M. EST) in which the members of Columbia Broadcasting System, National Broadcasting Company, American Broadcasting Company and Dumont, and Station WPIX of the New York Daily News will participate.

Wayne Coy, Chairman of the Federal Communications Commission, will speak briefly. Others to be heard are Leroy A. Wilson, President, American Telephone & Telegraph Company; Dr. Frank Stanton, President, Columbia Broadcasting System; Niles Trammell, President N ational Broadcasting Company; Dr. Allen B. DuMont, President WABD and DuMont Laboratories; Mark Woods, President American Broadcasting System; and F. M. Flynn, President WPIX, Inc.

Mayor William O'Dwyer of New York City and Mayor Martin Kennelly of Chicago, terminal points of the expanded cable network, also will be on hand for the dedication.

The program will open with a special film to sign on all stations of the various networks. It will be followed by an explanation of how the coaxial cable works. A specially-prepared film, titled "The Story of Network Television", will outline how networks are formed for video. This film was made by the A. T. & T. Co. It will be followed by Mr. Wilson's talk, and he will turn over the cable facilities to the five presidents - Messrs. Trammell, Woods, Stanton, Flynn and DuMont.

The January 11th program will be seen on stations in New York, Philadelphia, Schenectady, Washington, Baltimore, Richmond and Boston in the eastern group; and in Pittsburgh, Chicago, St. Louis, Milwaukee, Toledo, Detroit, Cleveland and Buffalo in the Midwest.

The coaxial cable between Philadelphia and Pittsburgh connects CBS' Eastern Seaboard television network of WCBS-TV, New York; WCAU-TV, Philadelphia; WMAR, Baltimore; WOIC, Washington, WNAC-TV, B oston; WRGB, Schenectady, and WNHC, New Haven, with Midwest affiliates WEWS, Cleveland; WJBK-TV, Detroit; WSPD-TV, Toledo; WGN-TV, Chicago, and WTMJ-TV, Milwaukee.

The new coaxial link also makes it possible to hook up projected CBS Television affiliates in Buffalo, Pittsburgh and St. Louis.

The NBC Midwest network includes stations WNBQ, Chicago; WNBK, Cleveland; WTMJ-TV, Milwaukee; WWJ-TV, Detroit; WSPD-TV, Toledo; WBEN-TV, Buffalo, and KSD-TV, St. Louis. New York, Washington, Philadelphia, Baltimore, Boston, Schenectady and Richmond are serviced by the eastern network.

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BROADCAST STATION OPERATING EXPENSES ZOOM; INCOME DROPS

Operating expenses of American broadcasters rose to 79 cents out of every dollar of total revenue in 1947, and broadcast income before Federal taxes dropped from 26.5 cents to 21 cents, a calculation of expense ratios by the National Association of Broadcasters showed yostorday (Tuesday, Jan. 4).

The study, based on Federal Communications Commission figures to be published later, Dr. Kenneth H. Baker, NAB Research Director, stated, showed a continuing trend upward in costs of materials and services in every category. The increase in total expenses was 5.5% over the 1946 ratio of 73.5% of the total revenue.

Salaries and wages for the broadcasting industry, including talent fees, rose to a total of 46.1 cents of every dollar of broadcast revenue in 1947 (or 58% of the industry's total operating expenses), from the 1946 total of 43.2 cents.

All figures in the ratio calculations are expressed as percentages of station net revenue for all commercial stations. Eight other sheets in the report show ratios for specific types of stations; full-time and part-time, network affiliates and non-affiliates, 50,000 watt, 5,000 to 20,000 watt, regional and local stations.

The study did not include the operations of 11 key stations of nation-wide networks, Dr. Baker said, since the reports filed by them with the Commission do not show adequate segregations of expenses between station and network operation.

Typical breakdowns of the total study showed the following increases in operating expenses for the entire industry:

Technical expenses, including salaries and wages, repairs, and other technical costs, up to 13.5% of total broadcast revenue from 12.1% in 1946.

Program expenses, including salaries and wages, talent, royalties and license vees, transcriptions and recordings, wire services and other costs, up to 28.2% from 26.6% in 1946.

Selling expenses, including salaries and wages, commissions and other costs, up to 11.3% from 11% in 1946. (Since the ratios are based upon total net revenue from the sale of time and incidental services, the commissions to agencies and station representatives have already been deducted from the base figure.)

Total direct expenses connected with the broadcast and sale of radio programs, including all items above, up to 53% from 49.7% in 1946.

General and administrative expenses up to 26% from 23.8% in 1946. This category included salaries and wages, legal service, insurance, experimental and developmental expenses, depreciation and amortization, rent, taxes (except Federal), losses on notes, accounts, etc., and other general costs.

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NEW MICROWAVE MEASUREMENTS BEING DEVELOPED BY U. S.

As part of a broad program for the establishment of national standards and calibration services for all electrical quantities at radio frequencies, microwave measurement standards are being intensively developed at the National Bureau of Standards in the range from 300 to 100,000 megacycles and above. This work, under the direction of Dr. Harold Lyons of the Bureau's Central Radio Propagation Laboratory, has resulted not only in extremely precise and accurate standards of frequency, power, attenuation, and other quantities, but has also made possible precision measurements in a whole new field of microwave spectroscopy formerly inaccessible to investigation because of the limitations of infrared and optical equipment. Of basic importance in the microwave program has been the development and continued improvement of a primary standard of frequency accurate to 1 part in 100 million. This standard, based on a quartz-crystal clock and a frequency multiplying system governed by the time observations of the U. S. Naval Observatory, is now being used by the Bureau to provide a regular service to Government and industry consisting of frequency measurements and calibrations of frequency meters and voltage sources. * * * * *

The comprehensive program on microwave measurements began at the Bureau in 1944, when the United States Joint Chiefs of Staff requested the development of a microwave standard of frequency. With the assistance of the Massachusetts Institute of Technology Radiation Laboratory, a preliminary standard was developed in 1945 and placed in service for instrument calibration. As the result of continued research in this field at the Bureau, it is now the most complete and accurate primary frequency standard in the world, having an accuracy of 1 part in 100 million and continuous coverage through the range from 300 to over 40,000 megacycles. Extension of the range to the millimeter bands above 30,000 megacycles, which is now being undertaken, is important for work on microwave spectroscopy, microwave optics, and applications requiring sharp microwave beams of high resolution, such as short-range target-seeking equipment for rockets and guided missiles.

The frequency source for this equipment is a quartz-crystal unit with a series-resonance frequency of approximately 100 kilocycles per second. The national primary frequency standard consists of nine such oscillators, which are automatically compared with each other and with corrected U. S. Naval Observatory time. The best oscillators are constant to one part in a billion for short-time intervals and drift less than one part in a hundred million per month.

In order to apply microwave spectroscopy to standards and measurements work, new wide-range search and precision measurement spectrometers have been designed and are under construction. Work has also begun on the measurement and compilation of spectrum lines as secondary frequency standards. These investigations are being extended below the frequency range of presently available lines and later will be extended far up into the millimeter bands.

The Bureau's research in microwave spectroscopy has resulted not only in an atomic clock and frequency standard, but also in the development of stabilized oscillator-frequency multiplier chains locked to a spectrum line by means of a servo-type electronic circuit. The Bureau's work has also shown that directly controlled oscillators, analogous to low-frequency quartz-crystal oscillators, can be built in which an absorption line replaces the quartz crystal. Such circuits will have extensive application to frequency measurement and control of transmitters for FM and television relays, communications, and radar.

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NOVEMBER RADIO TUBE SALES SHOW SUBSTANTIAL INCREASE

November radio receiving tube sales increased by more than a million and a half over October and nearly four million above November 1947, the Radio Manufacturers' Association reported last week. Tube sales in November totalled 21,118,874 compared with 19,521,368 in October and 17,137,891 in November a year ago.

Of the total sales during the month, RMA member-companies sold 14,568,066 receiving tubes for new sets and 6,554,303 for replacements. The remaining tubes were exported and sold to government agencies.

Tubes sold during the first 11 months of last year totalled 185,450,214 compared with 183,022,419 in the corresponding 1947 period.

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PHILCO WILL SPEND $5,000,000 TO TRIPLE TELEVISION OUTPUT

A plant expansion program calling for expenditure of about $5,000,000 is planned by the Philco Corporation, President William Balderston said this week. "The major part of this expansion program will be aimed at increasing our output of television receivers from under 200,000 sets in 1948 to about 600,000 in 1949", Mr. Balderston said.

He said the company's cabinet plant at Watsontown, Pa. will be enlarged.

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THE LATEST ON COLOR T.V. "TRUE OR FALSE?"

"I don't know where I read it, but this gave me a good laugh", a valued subscriber writes.

"'Some writer said that the story that color television was 5-6 years off was all cockeyed as all of the television transmitters are already in the red.'"

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CBS TELEVISION NETWORK ADDS FOUR MORE STATIONS

The Columbia Broadcasting System's Television Network, which on January 1, 1948, consisted of only one station, WCBS-TV, New York, ended the year with a total of 28 television outlets in key markets throughout the country by adding four new affiliates last Friday, December 31st.

The four stations are: WHIO-TV, Dayton, Ohio, a full primary CBS television affiliate (as of February 15); WHEN, Syracuse, N ew York (as of January 1); WICU, Erie, Pa., (as of January 1); and KOB-TV, Albuquerque, New Mexico (as of December 31).

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RADIO-PRINTER CUTS TOLLS, INS HEAD FINDS

Radio-printer service, now used by International News Service in its overseas operation, will probably be "introduced in the domestic field", says William B. Goode, Business Manager of INS.

The success of radio-teleprinter service to Europe, Mr. Goode says, "points toward the establishment of similar radio-printer circuits throughout the U.S.A. It appears likely that eventually news services will be linked to America's newspapers by this method instead of the leased telephone lines now being used."

INS's present overseas transmission system consists of a direct radio-teletype circuit from New York to various parts of Europe.

The system feeds teletype signals into Press Wireless transmitters in Hicksville, L. I., for radio communications to and from Europe.

During the year that INS has operated by radio, says Mr. Goode, there has been a sharp drop in toll costs, "despite a steadily increasing volume of traffic to European points."

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FTC POSTPONES SELECTION OF CHAIRMAN FOR 1949

The Federal Trade Commission this week made public the following statement:

"Chairman Robert E. Freer having resigned as a member of the Federal Trade Commission effective at the end of the year, consideration has been given to choosing a Chairman to succeed him. Commissioner Garland S. Ferguson is absent from the country on special government business, and with the resignation of Chairman Freer, only three Commissioners who will serve in 1949 are present at this time. The Commission has decided, therefore, not to choose a Chairman until all members are present."

In the meantime, the first Vice-Chairman, Commissioner Lowell B. Mason, will serve as Acting Chairman.

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INAUGURAL PUBLIC RELATIONS COMMITTEE NAMED

Melvin D. Hildreth, Chairman of the President's Inaugural Committee, announced the appointment of a "comprehensive committee on public relations", including representatives of newspapers, newsreel, radio and television, to facilitate full coverage of the inaugural.

He said James William Bryan would serve as Chairman of the Committee on Public Relations, with Samuel G. Brightman as Publicity Director and Kenneth D. Fry as Radio Director.

Among the radio people on the Committee are Kenneth H. Berkeley, of WMAL, Washington; Earl H. Gammons, of WTOP; Ray Henle, Ernest K. Lindley, William R. McAndrew, Robert M. Menaugh, Superintendent House Radio Gallery, Drew Pearson, Bryson Rash, Frank M. Russell of WRC, and Fred Shawn, of WMAL.

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BBC TO CUT DOWN ON REPETITIOUS TALKS

Says the British Broadcasting Corporation:

"In the past a cause of complaint from listeners has been the repetition of talks broadcasts, made necessary by the fact that, in order to reach every main overseas audience area within reasonable listening-time limits, it has been found necessary to transmit every important talk at least four times within the twenty-four hours. In the new year the number of these repetitions will be cut.

"In the General Overseas Service an important talk will be transmitted once to the American continents and the West Indies and once to the area Africa-India at a time that it is hoped will be acceptable to all, though it cannot be the best possible time for everyone.

"Besides reducing the time given to the repetition of talks, BBC is going to extend the practice of giving a series of similar talks always at the same time each day. The individual listener will then know when to expect the kind of talk that interests him most."

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MORE DEMOCRATIC CROW FOR THE REPUBLICANS

The old Democratic leaders returning to power have changed the ratio of party membership on the Senate Interstate Commerce Committee, which has to do with radio and communications legislation, from 7 to 6 to 8 to 5. In other words, where the Committee in the last Congress was composed of 7 Republicans to 6 Democrats, in this Congress it will be 8 Democrats to 5 Republicans.

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SCISSORS AND PASTE

Skouras Sees Future Fusion Of Film, Video

Television will bring the amusement world to its ultimate development, changing entirely its pattern of operations, Spyros Skouras, President of Twentieth Century-Fox Film Corp., stated last week at a luncheon of the Radio Executives Club in New York.

In one of the most forthright statements of the relationship of television and motion pictures yet given by a leading film executive, Mr. Skouras foresaw many "stormy periods" before television becomes integrated in the entertainment field. He envisions ultimately a fusion of the new medium and motion pictures, but added that there was no basis for predictions that television "will mean the eventual destruction of motion pictures and radio." On the contrary, he went on, television will give films their "greatest impetus" since sound was introduced.

The motion-picture executive saw television as a means of feeding programs to thousands of theaters simultaneously, including films, live talent and special events. Picture "openings" and concert debuts could be seen all over the country, he said. He assured theater exhibitors that their grosses would be two or three times what they are today.

Motion pictures could be shown for a week on the same hookup and, with the special events, an entirely new entertainment-seeking public would appear, he predicted.

Mr. Skouras, whose company has applications pending for five television stations, said that the firm is working with Radio Corp. of America in the development of theater television. Twentieth Century-Fox also has been trying to buy itself a broadcasting network, the most recent bids having been made for American Broadcasting Co.

All plans will be upset, Mr. Skouras declared, if home television reception is put on a toll basis, making it possible for set owners to see first-run pictures for a fee, with the charge being registered by some "gadget". However, if such an arrangement is not feasible, home entertainment will not equal that where admission is charged, he said.

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Jack Benny Case Brings Ban On Capital Gains Deals
("New York Times")

No one, including radio and film artists, will be permitted to use the comparatively low capital gains tax rate with respect to sales of personal service, the Internal Revenue Bureau said Monday.

George J. Schoeneman, Commissioner of Internal Revenue, said that the "tax effect of any business transaction is determined by its realities."

"Accordingly", he added, "proposals of radio artists and others to obtain compensation for personal services under the guise of sales of property cannot be regarded as coming within the capital gains provisions of the internal revenue code. Such compensation is taxable at ordinary income rates."

The capital gains rate, applicable only to sales of "capital assets", is a flat 25 per cent. Income tax rates, applicable

to personal compensation, are scaled up to 77 per cent on sums exceeding $1,000,000. Numerous inquiries were made after the Bureau was reported last week to have said that income tax rates rather than capital gains rates applied to the funds involved in Comedian Jack Benny's shift from NBC to CBS.

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Pegler Belabors Winchell And Pearson
("Chicago Herald-American", King Features)

The questionable part that the two foremost radio propagandists played in the Hiss-Chambers-Stripling plot is little less important than the great betrayal itself.

These two are Walter Winchell and Drew Pearson.

These are powerful men. The press has covered up their activity but the news belongs to the public and should be told.

Winchell suppressed the substance of the Hiss-Chambers case for about 10 years. Any newspaper reporter who did that would be shamed forever. Winchell's informant did not pledge him to secrecy but, on the contrary, wanted an expose.

Pearson does not appear to have had the story although he has set himself forth as an authority on "inside" information from the State Department and one witness testified that he enjoyed State Department leaks.

On top of these facts, Pearson belabored Robert Stripling as a draft dodger when the committee on un-American activities really needed him and the army had no use for him. And we recall that Winchell joined Pearson in Sunday night sneers which finally eliminated from the Washington scene the greatest authority Congress had on the treacherous works and fronts of the Communists.

We know that Stripling had committed "lese majeste" in refusing to submit to Eleanor Roosevelt's scheme to get a commission in naval intelligence for her protege, Joe Lash, whose questionable political connections had been exposed by the House committee.

Winchell's attitude toward Franklin and Eleanor Roosevelt was almost idolatrous. Pearson was unfriendly to Roosevelt at times and his political character is elusive. Yet Pearson led the drive to make Stripling harmless to the plotters in the State Department and Winchell's outcries were only occasional.

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Bergen No Dummy On Capital Gains; Ditto Charley and Mortimer
("Variety")

When, as now seems a certainty, Edgar Bergen moves into the CBS family next Fall under the newest of the capital gains maneuvers, he is planning a novel intro for the new air series. In effect, it will dramatize for Federal authorities and the listening public in general the legitimacy of his act as a capital gains structure.

Plan is to highlight both Charlie McCarthy and Mortimer Snerd on the first two shows of the '49-'50 series, but with Bergen staying out of it while one or more ventriloquists run the show. Thus Bergen intends to demonstrate that he's selling a property rather than a personality; that McCarthy and Snerd, rather than Bergen, are being capital-gained by CBS.

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TRADE NOTES

Continued hearing by the Federal Communications Commission in Washington on national spot advertising resumes January 10th at 10 A .M. Oral argument on augmented multiple ownership rules is scheduled for January 17th.

Hearing (at Los Angeles) in KMPC case is scheduled for February 21st.

Gardner Cowles, President of the Des Moines (Ia.) Register and Tribune, and the Cowles Broadcasting Company, has been named a member of a 10-man Advisory Committee of leading Americans, which will guide the Foreign Service Institute in training overseas personnel for the State Department.

The American Broadcasting Co. reported Monday its 1948 gross billings from the sale of radio time reached a new peak of $44,301,754 in 1948. The network's previous high was $43,548,057 in 1947. ABC added that it had 272 affiliated stations at the close of 1948.

Dwight D. Doty has been promoted to Chief of the AM Branch, Broadcast Division, Bureau of Law of the Federal Communications Commission, to succeed Edward F. Kenehan, resigned.

Mr. Doty received his LL.B. from Georgetown University Law School in 1934. For several years he was law clerk to Judge Oscar E. Bland of the U. S. Court of Customs and Patent Appeals. From 1942 to 1947, with the exception of two years of duty with the Navy, he was attorney in the Lands Division of the Department of Justice. Since 1947 he has been an attorney in the Broadcast Division of the FCC's Bureau of Law.

The speaker at the meeting of the New York Society of Security Engineers tonight (Wednesday, January 5) will be Raymond M. Wilmotte, Washington Consulting Engineer. His subject will be "Television Past, Present and Future."

James Dawson has been named Assistant Director of NAB's Public Relations and Publications Department. He succeeds Charles A. Batson, who becomes editor of the Association's continuing television study.

Director of the Department is Robert K. Richards.

The United States Coast Guard has ordered 60 Marine radar sets, about $500,000 worth, and the largest contract of this type the service has ever placed, the Westinghouse Electric Corp. has announced.

E. T. Morris, divisional manager, said the radar sets will be placed on Coast Guard vessels operating on coastal waters, inland-waterways and the Great Lakes.

The orchestras of Guy Lombardo and Benny Goodman will play at the Inaugural Ball to be held in Washington on January 20th, Melvin D. Hildreth, Chairman of the Inaugural Committee reports. He said he had been informed by James C. Petrillo, President of the American Federation of Musicians, that the AFM would provide the bands as part of its participation in the inauguration. Plans for the ball call for three bands to provide continuous music. The third has not been named.

Petrillo is Chairman of the Inaugural Ball Music Committee.

The number of radio receiver licenses in effect in Sweden as of the end of the third quarter 1948 was 2,009,314, compared with 1,994,857 at the end of the second quarter, and 1,980,785 at the end of the first quarter. Sweden now has 294 radio receiver licenses per 1,000 inhabitants.

Mrs. Cleo Weston, 64-year-old widow of Grafton, W. Va., won $31,000 in prizes Tuesday night on the "Hit the Jackpot" give-away program, the Columbia Broadcasting System said.

CBS said Mrs. Weston correctly named the program's "secret saying" when called on the telephone from a New York studio. The saying was, "After you, my dear Alphonse."

The network said Mrs. Weston owns a restaurant in Grafton.

Among her prizes are an auto, a kitchen unit, two vacation trips, a house and a plot of land near Palm Beach, Fla.

Not so long ago Miss Elsa Maxwell was broadcasting her radio program, as usual from her bed. Her guests were Orson Welles and Claudette Colbert and, of course, they weren't in bed. They sat at a nearby table and finally the engineer warned them, "Get ready to go." Then: "We're on the air."

Then the announcer announced his little commercial spiel.

Miss Maxwell proceeded to greet the radio audience and introduced her guests: "We are very glad to have you with us, Orson, dear", she said, and turned the mike over to Orson.

"Is that so?" thundered Welles into the mike. "Well, phooey on this radio program of Elsa Maxwell's! Who wants to get up this early to be on this lousey program? For what?"

Miss Maxwell went white. Miss Colbert went green. Mr. Welles went on. He raved on for a minute and a half before finally telling Elsa, "We're kidding. We're not on the air yet."

- From Earl Wilson's book, "Pike's Peak Or Bust"

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No. 1858

January 12, 1949

EVEN 1909 INAUGURAL BLIZZARD COULDN'T AGAIN CUT OFF CAPITAL

by Robert D. Heinl

Washington learned its lesson in communications the hard way 40 years ago at the inauguration of President William Howard Taft when the worst blizzard in its history cut the capital of the United States off from direct telegraphic news communication with the rest of the world for about three days.

Although radio was being developed by ships at sea, Washington was then still dependent upon wire service. In what was then called the "Taft flareback", telegraph and telephone poles were down in all directions within a radius of many miles the other side of Baltimore. It was said that definite news that President Taft had been sworn in at noon as planned did not reach New York City until midnight.

This writer, then on the New York Sun, left New York City at 11 P.M. the night before the Inaugural by train and didn't arrive in Washington until 6 o'clock the next evening after having spent an entire day crossing the States of Delaware and Maryland. The Union Station in Washington was filled with outbound West Point and other troops dripping from having sloshed through the streets in the Inaugural Parade where the snow was banked up in places 5 or 6 feet high - or so it seemed.

This writer reported to the late beloved Dick Oulahan, who was then in charge of the Washington Bureau of the New York Sun, and was immediately put to work writing his experiences in getting into Washington. The story was then sent by messenger by train to Philadelphia where it was put on the telegraph wires for New York in the offices of the old Philadelphia North American.

Compare that, then, with the coverage the Truman inauguration will have next week which even an atomic bomb could hardly disrupt, much less a blizzard. On the great Truman occasion, people in the principal cities of the East and the Middle West, just joined up by A. T. & T. coaxial television cable, will be able not only to almost instantaneously read about and to hear, but to actually see what is going on. This will include New York, Philadelphia, Schenectady, Washington, Baltimore, Richmond, Boston, Pittsburgh, Chicago, St. Louis, Milwaukee, Toledo, Detroit, Cleveland, New Haven and Milwaukee.

David Sarnoff, Chairman of the Radio Corporation of America, recently predicted that at least 10,000,000 million people will eye-witness the Truman inauguration on January 20 by television - more than all who saw the thirty-one Presidents from Washington to Franklin D. Roosevelt take the oath of office.

As present scheduled the four television networks will jointly participate in the Inaugural coverage with their pick-ups

being made available to all television outlets in the country.

The National Broadcasting Company will have the job of focusing its cameras on the steps of the Capitol, where the inauguration itself will take place. The American Broadcasting Company will be posted in Lafayette Park and in the Esso Building on Pennsylvania Avenue, where it will have a view of the Presidential reviewing stand during the parade. DuMont will be stationed at the Treasury Department Building and the Columbia Broadcasting System at the old Post Office Building will complete the coverage.

With the cooperation of the United States Air Forces, the networks also will have a coverage pickup for the ceremonies and the parade from a helicopter, also a blimp, affording an aerial description of the spectacle.

At strategic locations, the radio newsmen will use the new type handi-talkie two-way transmitters which proved so useful and efficient earlier this year at the presidential conventions, where the instruments got their initial major tryout.

Kenneth D. Fry, Inaugural radio director, estimates that at least 550 radio and television men - commentators, announcers, cameramen, rewrite men, engineers, reporters, directors, electricians - will be bringing a word and visual picture into millions of homes throughout the nation.

The Inaugural television pool is in charge of Adolph Schneider, NBC-TV news and special events director. He will be assisted by Michael Roshkind, ABC Manager of special events; James Caddigan, DuMont Director of programming, and Robert Bendick, CBS assistant news and special events director.

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SARNOFF TOSSES PRESIDENT TV BOUQUET; DEPARTS FOR EUROPE

The call of David Sarnoff, Chairman of the Radio Corporation of America, at the White House last week caused considerable speculation but General Sarnoff, well up on the propriety of not repeating presidential conversations, didn't reveal what was probably the real object of his visit but did say that it was a courtesy call. He added, however, that he took the opportunity to congratulate Mr. Truman upon being so telegenic (if that's the word.) General Sarnoff said he had watched Mr. Truman on television when the President addressed Congress and give him a high mark because he didn't try to put on any Hollywood airs.

General Sarnoff sails for Europe this week on the "Queen Mary" and while in Europe will testify before a House of Commons committee on nationalization of British communications. He had been invited to testify on technical aspects by both the government and communication interests. The nationalization plan has already been adopted, he said. He added that he would visit other countries if time permitted.

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DON LEE AGAIN PRODS FCC REGARDING STATION RENEWAL LICENSES

Lewis Allen Weiss, President of the Don Lee Broadcasting System last week entered a vigorous protest against the further delay of the Federal Communications Commission in renewing its various station licenses and approving its pending construction permits. The petition presented by Mr. Weiss suggested that the Commission might well review network practices generally rather than merely charges of coercive tactics and other abuses which have been directed at the Don Lee System.

A hearing was ordered in February for renewal of the licenses of KGB, San Diego; KDB, Santa Barbara; KFRC, San Francisco; KHJ, Los Angeles and KHJ-FM, Los Angeles. Also in the balance are construction permits for TV stations in Los Angeles and San Francisco. Hearings have been held in the Pacific Coast area on charges that the network has violated the chain broadcast rules, and Commissioner Rosel H. Hyde is currently preparing a proposed decision in the matter.

Don Lee said in its petition presented by Mr. Weiss last week that the long delay in the case results primarily from the fact that the record, "although it may raise broad questions of regulation of network operation, relationships between affiliates and networks and appropriateness of revision or modification of the Commission's network regulations, does not present any simple issues of violation of these regulations. These questions are of such scope and character as to require extensive information concerning not merely the operation of petitioner's network but other regional networks and national networks and, particularly, the competitive aspects of network operation.

What has been developed regarding the Don Lee operations, the petition said, can clearly "only be answered in the light of comparable data with respect to competitive network operations and further exploration by the Commission of the problems of network-affiliate relationships."

Don Lee, the petition filed by Mr. Weiss said, "has been subjected to severe hardship and competitive disadvantages because of the long pendency of this proceeding."

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CONGRESSMAN BRYSON HITS LIQUOR AD "EXCESSES"

Representative Joseph R. Bryson (D.), of South Carolina, paid a surprise visit to the first annual convention of the American Temperance Society in Washington this week and promised the gathering he would introduce legislation to curb press and radio liquor advertising "excesses".

Mr. Bryan told the audience he was in sympathy with their objectives in an unscheduled 10-minute address which highlighted the final session of the four-day convention.

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STORER PUTS ON FREE TV BROADCAST FOR ORANGE BOWL SHUT-OUTS

When he saw the tremendous ticket shortage looming for the Orange B owl Football Game at Miami, Commander George B. Storer, President of The Fort Industry Company, owners of WGBS at Miami, he put on his thinking cap and acted quickly.

What followed can probably be told best in the station's own words:

"It was obvious a year ago that the 60,000 seat Orange Bowl couldn't hold all who wanted to see the January 1, 1949, football classic. And when, a few weeks before the Georgia-Texas game, a crisis involving distribution of tickets arose to plage the Orange Bowl committee, Station WGBS saw a ready-made public service opportunity.

"The station engaged RCA's large-screen television equipment and technicians, obtained necessary approval, reserved Miami's Bayfront Park auditorium for the first TV showing in history of the famed New Year's Day classic.

"Within a few hours of the first air announcement, all 2,300 free tickets were gone. A section was reserved for patients of Miami's National Children's Cardiac Home.

"The showing went off without a hitch. Viewers ate peanuts, popcorn, sandwiches, consumed soft drinks, cheered madly when underdog Texas made a first down, applauded injured players, yelled themselves hoarse at long passes and touchdown plays, at times drowned out the excellent narration of WAGA-TV's Bill Terry.

"From opening whistle the crowd was enthralled, stayed that way to closing gun. Consensus: a terrific show.

"Station WGBS, which only ten days before put itw new 50,000 watt transmitter on the air, had started the New Year with a new high in public service."

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RCA ELECTS McCONNELL V-P IN CHARGE OF FINANCE

Joseph H. McConnell was elected Vice President in Charge of Finance of the Radio Corporation of America last week.

In 1941, Mr. McConnell, a native of North Carolina, joined the Legal Department of the RCA Manufacturing Company, now the RCA Victor Division. A year later, he was named General Counsel of that organization, and in 1945, he w as elected Vice President and General Attorney of the RCA Vic tor Division. He has been Vice President in Charge of Law and Finance of the RCA Victor Division since April, 1947.

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NEW BRITISH LINER "CARONIA" SEEN AS TOPS IN COMMUNICATIONS

Britain's largest postwar liner, the "Caronia", on her maiden trip to New York, opened a new chapter in ship-to-shore communications, with a radiotelephone system which enables passengers aboard the ship to make calls to Europe and America from anywhere in the world, with greater clarity and less interference, according to the International Telephone & Telegraph Corporation.

The first ship in the world to be equipped with transmitters and receivers for single sideband telephony - a system hitherto used only on intercontinental radiotelephone circuits to provide improved speech transmission qualities - the "Caronia's" communications facilities are more modern than those of any passenger ship afloat. The equipment was manufactured by Standard Telephones and Cables, Ltd., of London, and installed and operated by International Marine Radio Company, Liverpool.

Because the vessel will make lengthy cruising voyages, the single sideband system was installed to allow passengers to make long distance calls from any point during the cruise, to passengers on other radiotelephone-equipped ships as well as to the shore. Passengers will be able to make calls direct from their staterooms or from public booths. One booth is equipped with a loudspeaking telephone, a feature likely to be popular with families or groups or friends making a joint call.

Another advantage of the new system is that there will be less waiting to make calls, as single sideband telephony permits speeding up service by handling double the number of telephone calls possible with the orginary system.

All telephone calls from the ship to points in the United States will be handled through the facilities of the American Telephone and Telegraph Company.

In addition to this communications innovation, the "Caronia" has the most modern facilities for radiotelegraph communication with shore points and with other ships. Other equipment includes radio direction finders, emergency transmitters and receivers for the ship and for lifeboats. A complete sound distribution and amplification system provides passengers with music, entertainment, news and radio broadcast programs originating on or incoming to the ship.

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MULTIPLE STATION OWNERSHIP HEARING JAN. 17

Oral argument relating to the amendment of Sections 3.35, 3.240, and 3.640 of the Rules and Regulations relating to Multiple Ownership of AM, FM and Television Broadcast Stations will be held before the Federal Communications Commission in Washington, Monday, January 17th, at 10:00 A.M.

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RCA'S "ULTRAFAX" TO MAKE IT HOT FOR CRIMINALS - MAYBE OTHERS

When "Ultrafax", RCA's super high speed communications system was first demonstrated not long ago, at the Congressional Library in Washington, the headline writers hopped to the "million words a minute" description of it and the fact that it could dispatch 1047 pages of "Gone With the Wind" in 141 seconds, but the thing was so amazing that numerous other of its big accomplishments seem to have been lost in the shuffle if, indeed, they had even been discovered when the device was revealed to the public.

One thing about which not a great deal has been said is making it possible to flash an FBI "Wanted" Notice to police stations all over the nation in a fraction of a second, illustrated by a fingerprint and photograph of the suspect.

"Ultrafax" instantaneously transmits battle maps to the fleet or army, newspapers and magazines contents, publications in any language, weater maps and music. These accomplishments and many more are listed in a profusely illustrated brochure "Ultrafax" just issued by the Radio Corporation of America with an explanatory statement, "Where do we go from here?" by Brig. Gen. David Sarnoff, who says that we may be on the eve of radio mail delivery "which will make our present system - splendid as it is - seem as slow as the Pony Express."

The "Ultrafax" brochure shows how this newest electronic miracle works.

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FARNSWORTH ELECTS TWO MORE NEW DIRECTORS; TV SET PRICES CUT

Paul A. Fund and Austin M. Fisher, both of New York, were elected Directors of the Farnsworth Television and Radio Corporation last week.

Mr. Fund is a Director and Vice-President in charge of corporate and industrial financing of the James J. Garibaldi Organization, New York, and is a Director of the First Guardian Securities Corporation. Mr. Fisher is President of Austin M. Fisher Associates, nationally known labor relations and public service consultants of New York City.

Farnsworth has reduced list prices of its Capehart television receivers and television-radio-phonograph combinations from $50 to $200. E. A. Nicholas, President, announced that no further price reductions are contemplated this year.

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EAST, MIDWEST TV MERGER CURTAIN-RAISER FOR TRUMAN INAUGURAL

As Bert Williams, the famous old blackface comedian used to sing, "You ain't seen nothin' yet." Success that it was, and one of the most outstanding events in the history of broadcasting, the joining of the East, Midwest television networks last night (Tuesday, January 11), was only a dress rehearsal for the show the broadcasters intend to put on for the inaugural of President Truman in Washington next Thursday, January 20th. This will go down in history as the first time a quarter of a million of the Nation's population has ever had the opportunity of actually seeing a President of the United States inaugurated. It seemed as if the joining of the two television nets just now had been especially timed for the great inaugural event.

Also the joining of the pioneer networks last night was a memorable milestone for television itself. This was well summed up in the words of Wayne Coy, Chairman of the Federal Communications Commission, when he said, speaking from Washington:

"We are privileged tonight to experience the thrill that other generations of Americans before us have experienced - the thrill of seeing a new wave of progress sweep from East to West.

"In the earlier days those waves of progress took the form of the overland trails and national roads with their covered wagons, the canals, the railroads, the telegraph, the telephone, the airplane.

"In the Twenties it was the radio networks.

"Tonight it is an electronic television highway from the Atlantic Ocean to the Mississippi River.

"The present occasion is the culmination of more than 20 years of research by the Bell Telephone Laboratories. City to city television transmission by wire and radio was first demonstrated in 1927. Tonight we have a television network service extending over 2100 miles - 1740 route miles of coaxial cable and 370 route miles of radio relay - and covering an area where one-fourth of the nation's population lives."

Leroy A. Wilson, President of the American Telephone and Telegraph Company, in turning over the new $12,500,000 coaxial cable between Philadelphia and Cleveland to Niles Trammell, President of the National Broadcasting Company, Frank Stanton, President of the Columbia Broadcasting System, A. B. DuMont, President of Dumont, and Mark Woods, President of the American Broadcasting Company, said:

"It is a pleasure to take part in this milestone program in the development of television. I congratulate the people of the Bell System and those in the television industry whose enterprising know-how has advanced this new art to this significant stage. It is a fine example of effective team-work.

"The Bell Telephone System is working all the time to provide a courteous and ever-improving telephone service to the people of America. The development of better long distance service has resulted in facilities which can carry television programs, and therefore enable us to help serve the public in this field.

"With the linking together tonight of television facilities in the East and Midwest, we take pride and pleasure in making this expanding network available to the television broadcasting companies, in service to the American people."

The Bell network, created by closing the gap between Philadelphia and Cleveland via Pittsburgh, connects fourteen cities. The others are New York, Washington, Baltimore, Richmond, Boston, Chicago, St. Louis, Milwaukee, Toledo, Detroit and Buffalo. Schenectady also picked up the program.

Today (Wednesday, Jan. 12) the new link goes on a commercial basis and the networks will take turns using the single westbound channel and single eastbound channel between New York and Chicago. Two more westbound channels will be added by Summer.

The NBC celebrated the East-Midwest joining with full page newspaper ads in the cities in which its television stations were located captioned: "You're in the TV Era". The introduction to the ad read:

"Last January, NBC revealed to the public the greatest means of mass communication in the world - Network Television. The National Broadcasting Company hailed 1948 as Television's Year.

"Even on the day that message was published, NBC's promises were being fulfilled. At that time, NBC's Television Network was made up of 4 stations. Today, NBC's total is 29 stations - 14 joined in the Eastern and Midwestern Networks to bring programs simultaneously to viewers from the Atlantic to the Mississippi, with 15 more airing NBC Network programs by means of kinescope recordings."

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OUTPUT SLASH IN RADIO SET PRODUCTION PREDICTED BY CROSLEY

John W. Craig, Vice President of the Crosley Division of the AVCO Manufacturing Co., last week in New York forecast a drop of five million sets in radio production this year.

But Mr. Craig, in an interview with the Associated Press, said his estimate of 11 million new sets for 1949 would represent a production above prewar levels.

Most of the decline in radio production, he said, is accounted for by the fact that manufacturers have caught up with the war-accumulated demand for sets. He said he did not believe television ever would replace radio entirely and that television set owners would continue to be radio customers.

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GERNSBACK'S "JOLLIER'S WEAKLY" CONTRIBUTES A HOLIDAY LAUGH

Hugo Gernsback, veteran radio publisher of New York, noted for his holiday greetings burlesquing well known publications, this year took "Collier's" (which he calls "Jollier's - The Notional Weakly", for his target. It is a miniature, 38-page replica and contains many laughs. The take-offs on the cartoons and the ads, as well as the articles themselves, are especially amusing this year and frequently very pat.

What appears to be the only factual article in this make-believe publication is one by Mr. Gernsback "Television Reaches Out". Among the others are "Hexual Behavior in the Human Female" by "Dr. Alfred C. Quinsey", "The Electronicked Elephant" by "Grego Banshuck", and "Deadlier than the Atom Bomb" by "Professor Greno Gashbuck, R.E., A.E."

The burlesque concludes with the following:

"It is the whim of Jollier's to collect impatiently the jest in contempory thought and on its own behalf to speak far less without partnership on all questions affecting the nation's carfare. It aims furthermore to keep away from its readers all highfalutin', insane, and sneerful ideas of American Wittizenship.
- Robert J. Jollier"

The price of 15 cents is listed on the cover of "Jollier's" and Mr. Gernsback's address is 25 West Broadway, New York, New York.

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FEAR ORDER TO TAKE RADIOS OUT OF TAXIS MAY SPREAD

Apprehension is expressed in the radio industry that the recent moves in New York and Washington may be followed in other cities of the country.

The chief prosecutor of Traffic Court in Washington, D. C. declared this week that it may prove illegal for a person to listen to his automobile radio when driving in Washington.

The legal opinion was expressed by Assistant Corporation Counsel Clark F. King after a blast at motorists who fail to pull to the curb when they hear sirens of emergency vehicles.

In a case this week, Harold A. Surles, 32, a map engineer of 1315 20th St., N.W., was charged with failing to yield right of way to fire engines on December 28. Surles said he didn't hear the sirens, and commented that his radio was turned on.

"One of these days somebody is going to get killed in an accident for some such reason as that," Mr. King said in permitting Surles to forfeit $25.

Asked by a reporter to amplify his comment on automobile radios as a hazard, Mr. King applied this reasoning:

"I'll admit that there is no regulation prohibiting the playing of car radios. But here's how I figure it. It is illegal to fail to give full time and attention to the operation of your automobile, and you may be fined $300. Next you surely are not giving full time and attention to your driving if you are listening to a radio. Therefore, it may be illegal for drivers to listen to automobile radios.

The City Hack Bureau has issued an order to taxicab companies and private taxi owners that all cabs in New York must be stripped of their radios immediately, the New York Times reports. The order actually affects only owner-drivers, since virtually all fleet operators have eliminated radios in their post-war automobiles.

Harold deWolfe, Managing Director of the League of Mutual Taxi Owners, which represents the bulk of individual drivers in the city, said that any driver found with a radio still in his cab by the end of the week would be subject to having his medallion stripped and would be suspended from operating a taxi.

About 45 per cent of the taxis operating in the five boroughs, according to Mr. deWolfe, are privately owned. More than 1,000 cabs still have radios and if it were not for the Hack Bureau's order, he said, 5,000 cabbies would install radios in their machines.

Mr. deWolfe explained that the reason for the orderwas an effort to reduce the number of accidents. He denied that this was a valid reason, adding that to his knowledge not a single accident in recent years could be blamed upon the playing of a radio.

"If it were true that radio playing distracts a driver or causes accidents", he asserted, "then every radio in every automobile throughout the nation should be removed. If it were true, then certainly the National Safety Council would have pressed for legislation demanding the removal of radios from passenger automobiles.

"Under the law a driver is permitted to have a radio in his cab if the radio is in the back of the car and is controlled by the passenger. This, in itself, is a danger, since when a passenger leaves a taxi, he usually leaves the radio playing. Then, the cab driver has to go into the back and turn it off, which is a violation of the law, since a cabbie is not permitted to be in the back of his taxi."

Another source alleged that the order was the result of a demand by an "important person" who wanted a driver to turn off a ball game. The cabbie refused and, it was said, the customer brought pressure to have all the radios outlawed.

The number of taxis with radios still in the rear, Mr. de Wolfe said, was negligible, and he added that the only reason all individual owners had not installed radios was that they feared such a ruling was coming.

On the matter of radios in the Capital's taxis, the Washington Post comments:

"Many persons will have a great deal of sympathy with the comments of Assistant Corporation Counsel Clark F. King about the distracting influence of radios in automobiles. It must indeed be disconcerting to policemen and firemen to grind away at their sirens only to encounter an obstruction in the form of an oblivious motorist entranced by the strains of 'Slow Boat to China'. Mr. King's remedy, to be sure, is a little extreme, though his logic is impeccable. It is illegal, he figures, not to give full attention to the operation of an automobile, and this cannot be done when listening to a radio. But if drivers are to be deprived of their music, what about mothers-in-law and backseat-driving wives, from whom a radio is a welcome and sometimes altogether necessary relief? If Mr. King can devise a successful formula for combating this distraction without ruining family harmony, the problem of too much radio harmony will pale into insignificance.

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NEW RADAR PICKS UP MOVING AIRCRAFT ONLY

Only moving aircraft will show on the screens of a new radar device to help planes make all-weather approaches and landings, General Electric revealed at Syracuse at its new Electronics Park where 27 units of the equipment are to be constructed for the U. S. Civil Aeronautics Administration for installations at commercial airports, Science Service reports.

This device is said to be the first of the type to employ "Moving Target Indication" as a standard production feature. This is a unique method of eliminating fixed objects, such as tall towers and neighboring hills, from the radar scope image. Special means, by use of a superimposed chart on the image, enables the tower control operator to determine the proximity of any airplane to a dangerous obstruction.

The equipment is an improvement over the type of ground-controlled-approach (GCA) radar-radio apparatus developed during the war and successfully used to bring planes of the armed service safely into fog-bound airfields. CAA is now using at least three of these GCA devices to supplement its instrument landing system (ILS). The types used by the CAA are much simpler than those employed during the war.

The type that General Electric is under contract to construct at Syracuse may be installed anywhere up to two miles from the airport control tower and by means of a unique remote system, brings its scope pictures into the tower for the benefit of the traffic controller. The picture he sees will show the exact position and flight path of every plane within a 30-mile radius.

During periods of bad weather and poor visibility this complete picture of all planes flying within the area will make it possible for the controller more safely to conduct each plane to the blind landing radio beam by means of radio conversation. Installations of the new radar sets will begin early in 1950, with 22 of them assigned to CAA airport control towers in this country, one in Hawaii, and four in Alaska. The 27 will be constructed under a $2,840,427 contract.

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RADIO APPARENTLY PUTS NO DENTS IN NEWSPAPER CIRCULATION

Despite claims made that radio and now television were proving deadly competitors, U. S. newspaper circulations, daily and Sunday, not only maintained their all-time high levels, but actually showed small gains in 1948 as compared with 1947.

Oddly enough, radio and television to the contrary notwithstanding, the evening papers of the country showed the biggest increase, registering a 1.25% gain over 1947. Morning papers, leaders in the 1947-46 daily comparison, showed an increase of .53%, with Sundays gaining .99%, while combined morning-evening dailies had a gain of .89%.

These percentages are based on the annual cross-section survey made by Editor & Publisher of publishers' statements to the Audit Bureau of Circulations for the six-month period, ending September 30, 1948, as compared with the same period in 1947.

Below is a comparison of 1948 and 1947 cross-section figures, based on the six-month periods, ending September 30, as compiled from ABC records: (Audit Bureau of Circulations)

	Circulation Sept. 30, 1947	Circulation Sept. 30, 1948	% Increase over 1947
109 Morning	16,395,611	16,482,784	.53%
194 Evening	16,522,092	16,729,215	1.25%
250 Morning-Evening Totals.	32,917,703	33,211,000	.80%
150 Sunday	37,665,998	38,037,590	.99%

People are spending nickels instead of pennies for their daily papers and many are paying 12 to 15 cents a copy for Sunday editions. Home delivery rates are advancing to 30 cents weekly for six-day papers. Los Angeles and San Francisco papers have set the pace with seven-cent dailies.

It is estimated that the cross-section survey, covering 109 morning papers, 149 evening dailies, represents about two-thirds of the total weekday circulation in the U. S., while the 150 Sunday papers account for about three-fourth of total Sunday circulation.

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COURT ORDERS MAJESTIC TO CUT PRICES

A Chicago Federal court last week ordered the Majestic Radio and Television Corporation, Elgin, Ill., to slash the price of its radio sets. Majestic is now undergoing a reorganization under Federal bankruptcy laws. Co-trustees of the company, John Dwyer and Donald J. Walsh, said they asked for the order because prices had been forced down by competition from television and other causes. They said price cuts range as much as 32 per cent below the cost of manufacture.

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SCISSORS AND PASTE

Pegler Sees TV Demolishing Hollywood; Lambasts Radio
("Washington Times-Herald")

Television soon will demolish the institution of Hollywood and reduce to puny harmlessness the invisible radio with its naive theatricals and its pundits, prophets, and patrioteers.

This is bound to be. As the change occurs, swiftly and quietly, the control of the amusement industry, one of our greatest in point of revenues, may slip away from the monopoly which has possessed it from the days of the flickering films.

It may get into the hands of worse men, but I doubt that. Television will be flowing into the homes and we have a double standard which bars from the home offensiveness which we tolerate in theaters.

It is difficult for young Americans to believe that such changes can be wrought in a short time. However, many of us actually saw the sequence of the magic lantern, the silent movies, beginning in penny arcades and little fire-trap store fronts, and then the talkies, with beautiful color.* * * *

Hollywood began about 1910, but the greatest development has come since the First World war and has been concentrated in the last 15 or 20 years.

It always was a licentious institution, but when Roosevelt came to power, the magnates, greedy, vain and uncouth, were simply carried away by his calculated flattery. They actually dined and slept in the White House.

He was making use of them. It drove them crazy with self-importance. But tell me, have you ever seen a movie which could be interpreted as a criticism of any phase of Roosevelt's administration? To them that would be sacrilege. Or a movie which fusiously attacked Hollywood itself and its moguls, who nevertheless depicted the United States Congress as a gang of rogues, cowards and ignorant dupes and the American press as a Fascist institution? * * * * *

The Johnston office barred all Capone films with a trick extra proviso that the punishment must fit the crime.

As long as that one stays on the books it will be impossible to film the John Hartford swindle, which is a vital incident in the biography of President Roosevelt. But they didn't insist on that when Elliott got up his quickie on the old man's career. Elliott just ignored it.

For a while, Hollywood will still have color which television hasn't got. But color will come on television just as color and sound came to the screen and then why would people go to the movies at high prices and some inconvenience?

I don't know yet who will pay for these free television shows, but somebody will. There will be better and better television shows and they will suck dollars away from the movie theaters and Hollywood and radio.

Television is only a couple of years old but already it is killing interest in radio, and no wonder. Given the vastness of imagination for its stage, free of cost, radio has been miserably paltry and self-pleased.* * * * *

Radio stars collect salaries thus far unequalled even by rajahs and presume to political wisdom of corresponding importance.

I think television will liquidate the pundits of the radio because thus far these strange creatures have thrived as disembodied, oracular spirits.* * * *

The people in the amusement business are holding back to let the other fellow make the fatal mistakes of the trial and error period. A few pioneers have been ghastly flops already.* * *

The great glammers of the silent movies withered and became nobodies haunting the lots for petty jobs when sound came in. The great canal system went to weeds and the locks rotted and fell when the railroads came.

And when Hollywood dawned on the U.S.A. a thousand theaters devoted to the drama discoursed by road shows or local stock became factories and warehouses.

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Video Murdered Harry

("By Andrew Tully, "Washington News")

If you own a television set or had a reserved seat in the corner saloon, don't believe that picture you saw of Harry S. Truman delivering his State of the Union message to Congress yesterday.

The President is really a lot better looking than that. His neckties are a lot prettier. And he isn't growing a mustache.

In other words, television still plays no favorites - even when it's working on the boss.

The President looked O.K. as he marched smiling down the aisle. He was all spruced up, and there was the old spring in his step as though he was on his way to the depot to meet the missus.

But when television got him on the Speaker's stand, it murdered him.

It gave him jowls, although he's one of the trimmest Presidents we've ever had. It gave him bushy eyebrows. It gave him that sinister shadow on the face. And it had him wearing an old strip of cloth instead of one of those beautiful rainbow-hued ties.

It's a wonder the Federal Communications Commission didn't step in, then and there.

Probably, tho, it's a good thing it didn't because the rest of the show was pretty good. Mr. Truman read his speech, which always takes some of the sharpness away, but when he had a good point to chew on, he delighted the camera with that peculiar habit of shaking his head slowly back and forth. At other times, he'd pause and lift his head, looking his old congressional friends right in the eye.

He seemed proud of his statistics on how much more stuff the country was producing nowadays, and he got a laugh when he ad libbed a remark on the St. Lawrence seaway project - "This is about the fifth time I've recommended it."

The rest of the actors played up pretty well, too. Old Sen. Kenneth McKellar (D., Tenn.), who shared the rostrum with Speaker Sam Rayburn of Texas, had the nicest hair-do of all - a kind of rakish job that hung over his left eye.

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TRADE NOTES

Charles R. Denny, Executive Vice-President of the National Broadcasting Company, last week was elected a Director of the company, it was announced by Niles Trammell, President.

Mr. Denny, former Chairman of the Federal Communication Commission, first joined NBC on Nov. 15, 1947 as Vice-President and General Counsel, and was elected Executive Vice-President on July 2, 1948.

Raytheon Manufacturing Co. reports for six months ended November 30 net profit of $680,048, equal to 39 cents a common shared compared with a loss of $67,154 in the like months last year.

The Federal Communications Commission this week made final a previous tentative grant to Richard Aubrey Raese to build a new standard radio station at Cumberland, Md. The outlet will operate on 1230 kilocycles, 250 watts, unlimited time.

Radar equipment is subject to stringent operating conditions. Cathode-ray tubes must function aboard ships or planes and must provide an easily read signal 24 hours a day. For such use, a General Electric tube was developed with a screen surface approximately 5 inches in diameter, on which the signal is visible not only in darkness but in daylight as well.

Read Admiral Walter Albert Buck, USN, Ret., has been elected Operating Vice President of the RCA Victor Division, Radio Corporation of America.

Admiral Buck has served since March 15, 1948, as President of Radiomarine Corporation of America. In retiring from the Navy, Mr. Buck ended a distinguished career of thirty years there, the last two of which he served as Paymaster General and Chief of the Bureau of Supplies and Accounts.

William Balderston, President of the Philco Corporation, at a distributors' convention at Palm Beach last w eek, said:

"There will be a good volume of radio business in this country for years to come. Many millions of people will not have television service for a long time, so they will continue to depend on radios and radio-phonographs for a great deal of their entertainment."

Mr. Balderston told the distributors Philco expected to do a volume of well over $100,000,000 in television alone in 1949.

Reflecting the record-breaking television receiver production of the latter part of 1948, sales of cathode ray tubes to set manufacturers rose sharply in the third quarter of 1948 over the second quarter, the Radio Manufacturers' Association reported last week.

Third quarter sales of cathode ray tubes to equipment manufacturers totalled 306,502 valued at $7,529,531 compared with 267,763

valued at $6,021,878 in the second quarter of 1948. All third quarter sales, including replacements, U. S. government agencies, and exports totalled 327,044 units valued at $8,088,600.

Representative Vinson (D), of Georgia, predicted prompt Congressional action Monday on an Air Force plan to set up a country-wide radar-warning system.

Mr. Vinson, who will head the House Armed Services Committee, said he will call for early consideration of his bill to authorize building of the radar network. He made it plain that he considers the measure of prime importance and that he intends to press for favorable action.

Absence of a radar-warning system was cited by Air Secretary W. Stuart Symington in his first annual report Sunday as a major gap in U. S. defense.

The bill which Mr. Vinson introduced last week would establish enough radar stations to spot a plane as soon as it crossed any part of the nation's borders. The aircraft's presence would then be relayed to central points for a check against known flights. In this way it would be possible to pick out any unidentified plane quickly.

Experts estimate that an adequate system, to be built over a five-year period, would cost about $160,000,000.

A 10-watt General Electric micro-wave transmitter, receiver, and directive antenna for studio-transmitter link service beams a high-fidelity sound-program from main studio to a remotely located FM broadcast transmitter. Use of 40-inch dish-type metallic reflectors for both transmitter and receiver antennas is equivalent to a large increase in transmitting power, and minimizes interference with other services by confining the radiation to a narrow beam.

A new two-way mobile radio equipment which promises to double the available communication lanes and open new facilities to police, fire departments, and taxicab and trucking fleets, is now in production, it was announced by the RCA Engineering Products Department. The equipment is designed to operate in the 152-174 megacycle band.

Taking advantage of special highly selective circuits, the new RCA equipment makes it possible to operate in channels between stations now on the air without "spillover" into the adjacent channels. This has not been possible heretofore because of the limitations of existing equipment.

Tommy Handley, famous British radio comedian, an American born in Lowell, Mass., who often was called the "Jack Benny" of British radio, died in London last Sunday of a cerebral hemorrhage at the age of 55.

His British Broadcasting Corp. radio show, known familiarly to many as "ITMA", had maintained a hold upon the British public since it started in 1939. An audience estimated at 10,000,000 persons listened to his "live"shows each Thursday night and another 11,000,000 were estimated to tune in on the recording broadcasts made on Saturdays and Sunday.

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No. 1859

January 19, 1949

WINX SOLD FOR $290,000; COST WASHINGTON POST $500,000

Station WINX, 250 watts power, in Washington, D. C., for which Eugene Meyer of the Washington Post which, according to the Federal Communications Commission, paid $500,000 in 1944, was sold Monday for $290,000. Wayne Coy, present Chairman of the FCC, previous to his appointment to the Commission, was the Manager of WINX.

Philip L. Graham, son-in-law of Mr. Meyer, announced that the sale of standard broadcast Station WINX had been made to William A. Banks of Philadelphia, Pa., and the sale of frequency modulation station WINX-FM to WTOP, Inc.

Mr. Graham's statement continued:

"The transfer of both stations is contingent upon approval of the Federal Communications Commission. Contract prices total $290,000, of which $130,000 is for WINX, and $160,000 for WINX-FM.

"Mr. Banks, a veteran broadcaster, is owner of Station WHAT in Philadelphia.

"On October 20, 1948, the FCC authorized the assignment of WTOP, the Columbia Broadcasting System's 50,000-watt station in Washington, to WTOP, Inc., a new corporation of which 55 per cent is owned by The Washington Post and 45 per cent by the Columbia Broadcasting System. FCC authorization was made contingent upon the sale of WINX and WINX-FM prior to February 20, 1949.

"The Washington Post and Columbia Broadcasting System originally announced their plans on May 17, 1948, and made their application to the FCC on June 15, 1948."

Commenting upon Monday's announcement, Mr. Banks stated:

"WINX is 'Washington's First Independent Station', with a long record for service to its listeners. On approval of the FCC, the new management of WINX will make every effort to maintain its leadership among Washington's independent stations."

Mr. Graham stated:

"Mr. Banks is a broadcaster of long and established reputation. We are very pleased to have made this contract for the sale of WINX to him. The transfer of the FM station, which will become WTOP-FM, will provide listeners with the benefits of FM transmission of WTOP programs."

WINX operates on 1340 kilocycles, with 250 watts. Its main transmitter is at Arlington, Va., with synchronous transmitters

at 8th and I Streets, N.W., Washington, D. C., and the East-West Highway, Bethesda, Md. WINX-FM operates on 96.3 megacycles with a radiating power of 20,000 watts. Its main transmitter is at the WINX Arlington site. WTOP broadcasts on 1500 kilocycles.

Commenting on the announcement, Frank Stanton, President of CBS, said, "The entry of the Washington Post into large-scale radio operations in the nation's capital constitutes an outstanding contribution to the sound expansion of radio broadcasting. The management of the Post is universally recognized for outstanding position of leadership in the newspaper field, and with its prior experience in radio will bring exceptional talents in all important developmental years immediately ahead."

Mr. Graham further said, "We are pleased to become associated with the Columbia Broadcasting System in providing an expanded broadcast service in Washington. With Columbia's long and enviable record in radio, and extensive experience in television, we look forward to rapid development of an outstanding public service in these fields."

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CBS TO HOLD TELEVISION CLINICS FOR ADVERTISERS AND AGENCIES

The Columbia Broadcasting System plans two additional clinics on Television in New York next week, one for ad agency executives, the other for advertisers. They will be held for the respective groups on Tuesday, Jan. 25 and Wednesday, Jan. 26, at the Waldorf-Astoria, following by two days the CBS-TV nationwide clinic for some 250 station executives at the hotel on Jan. 21, 22 and 23rd.

Each of the two special sessions will have the same agenda, including a detailed, professional examination of the facts and problems of television today with a practical look at its immediate directions in the future. The clinics for agency men and advertisers are a result of numerous requests from executives in both groups, both in and out of television, that followed CBS' nationwide television clinic last March for executives of affiliates.

The Jan. 25 and 26 morning sessions will get under way with a special "Production Fair", in which CBS craftsmen will reveal the latest "live" production techniques in scenery, lighting, titling and many other effects.

Mr. J. L. Van Volkenburg, CBS Vice-President and Director of Television Operations, will give a comprehensive picture of video operations in a talk titled "The Structure of Television."

Final speaker on the agenda will be George L. Moskovics, CBS-TV Manager of Sales Development, who, in a presentation titled "Television Today", will analyze advertising developments in television with a comprehensive showing of television commercials and a summary of the latest research and marketing data.

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CRITICS GET AFTER EAST-MIDWEST TELEVISION OPENING PROGRAMS

Some dissatisfaction was expressed regarding the quality of the programs in connection with the joining of the East-Midwest television networks last week. One of those heard from was Commander E. F. McDonald, Jr., President of the Zenith Radio Corporation, Chicago, who said the transmission was technically good but the rest was "theatrically unimpressive".

Jack Gould, radio and television editor of the New York Times wrote:

"The linking of the Eastern and Midwestern television networks was a notable event in every respect save one - the hour-long program jointly presented by the four networks. Probably it was merely a case of opening night jitters, but everyone on the show seemed bent on pushing television backward.

"Arthur Godfrey, the pride of CBS, was far from his best form, and Milton Berle dusted off some real old jokes, being saved only by the vitality of Harry Richman. Ted Steele, the pianist, got hopelessly enmeshed in a trying routine with the violinist in his band. As for 'Stand By for Crime', the only program originating from Chicago on Tuesday, it was an invitation to homicide in a way not intended by its producer.

"So far as the New York contributions were concerned, one can only hope that the folk out in St. Louis and other Western points will have patience. Eastern television ordinarily is not quite so bad."

Commander McDonald said:

"Last Tuesday night was the 'grand' opening of the coaxial cable linking the East and the Middlewest in television. The four chains tried to outdo each other, and all I can say is that it was a good thing they had Harry Richman on to save the day for one of the chains. The rest was theatrically unimpressive though the transmission was technically good.

"I assume you either saw this 'colossal' opening or have already received reports on it, and I am sure that any reports must have included the statement that better entertainment is available, today, in almost any picture theater.

"Perhaps I am too critical in judging these first attempts at a nearly nation-wide show. Queen Elizabeth with Sarah Bernhardt, The Great Train Robbery, The Count of Monte Cristo and Little Lord Fauntleroy, which represented milestones in national show-business, were not so hot, as viewed through modern eyes, but from them today's movie art has developed.

"Motion picture producers, in gaining control of the entertainment world, have raised the standards. But television is

today right where the movies were in 1910, and will go forward from here just as the movies have gone forward.

"Never was there a greater demonstration of the need for productions of the quality that a television box office can bring, than there was in Tuesday night's demonstration. The public wants better television entertainment and is willing to pay for it directly. Demonstrations such as we witnessed January 11 will awaken the broadcasting interests to what they must do if they expect to control the entertainment world through television. If motion picture producers hold back and limit themselves to selling low-priced time fillers, the quality shows and standards will be developed by television, elsewhere.

"Just as the same movie producers started building their own shows on better standards back in 1910 when the theatrical and vaudeville interest laughed at that new medium, the 'celluloid', television has already begun learning how to build good entertainment.

"Television though in swaddling clothes now, is destined to be the greatest entertainment and advertising medium the world has ever known -- but the big question remains -- WHO is going to be the major factor in the entertainment world of 1955?"

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NATIONAL CAPITAL BUSES TO PUT ON RADIO PROGRAMS IN FEB.

Riders in 20 Capital Transit buses in Washington will be equipped for radio programs by February 10th.

The "music as you ride", which later will be installed in all streetcars and buses will carry "tailor-made programs" of "soft melodic music", E. C. Giddings, Vice-President, said. The programs will be broadcast by Station WWDC-FM over its regular frequency.

Mr. Giddings said a rider during a 25-minute ride will hear 22 minutes of music, two minutes of newscasts, weather reports or time signals and about a minute of commercials.

The 6-decibel volume for the musical part of the program will be raised to 8 decibels when the announcements are on, Mr. Giddings stated.

The programs will be heard from 7 A.M. to 7 P.M. Monday through Friday, and 7 A.M. to 3 P.M. on Saturday.

The 20 buses to be wired for "music as you ride" next month will be on various lines and will be assigned different routes from day to day, the transit Vice-President said.

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"NO HOPE OF PROVIDING NATIONAL TV ON PRESENT BANS" - WILMOTTE

Thus declared Raymond M. Wilmotte, consulting radio and television engineer of Washington, D. C., addressing the New York Society of Security Analysts on the subject: "Television, Past, Present and Future."

Summarizing the engineering status of television, Mr. Wilmotte said:

"1. The present television band, when the Federal Communications Commission first established it, was considered to be inadequate to provide national service.

"2. Engineering evidence showed that the estimate of service on which this allocation was based was grossly optimistic and that the service would be far less.

"3. No technical method has been suggested (except possibly Polycasting) for exceeding the service originally hoped for by the Commission in the present band. There seems to be little hope therefore at this time of providing truly national service on the 12 present channels.

"4. Synchronization may, when correctly evaluated, show that the number of stations can be as large as the Federal Communications Commission had originally hoped.

"5. Stratovision may prove helpful but that type of operation requires far more study and the results are far from certain

"6. The problem of providing a truly national service depends on opening the high frequency band known as the UHF band.

"7. To open the UHF band the system known as Polycasting has been proposed, alleged by its proponents likely to prove able to give better service with less interference than is possible in the present bands with the present system."

Mr. Wilmotte continued further by saying:

"What we want to a chieve, what the public wants, what the broadcast operators want, what the Federal Communications Commission wants and what the investors want is the best possible service and an industry that is stable.

"What I have told you are the technical developments to date and those in the offing. I have also told you that television is not likely to be limited to the inadequate 12 channels now available. In fact, there are very good prospects that good service will become possible in the still unopened ultra-high frequency band where over 60 channels are waiting to be used.

"The technological story that is pending will require money and effort, but I have no doubt that money and effort will be avail-

able. It is important that the Commission leave the door fully open to good technological evolution. To do so it will have to resist the present pressure to 'let her rip', so that we may not awake 5 or 10 years from now to find ourselves frozen to a system which is only second rate compared with what might have been possible. Today the public is showing relatively little criticism of the quality of the picture and the quality of programs. But the cause is probably the novelty of television. In a few years when the novelty has worn off, then the industry will be expected to produce a high quality all the way round. And if it doesn't, the industry will never achieve the potentialities that are possible to it. A matter of only a few months now could make a great deal of difference. That is important to every part of the industry and to the investor, for in the long run the largest return to all sections of the industry will occur if the best possible service is provided.

"The investors at this time hold a key position here and are a power. They can probably decide, and certainly influence, the initial directions of this new industry. It is not an industry of the future, it is right here today. And it is big enough for all sections to obtain their just reward. The nearer the ground floor the investor enters, the greater the reward he can expect and should get."

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DICTOGRAPH COMPANY WITHDRAWS ZENITH INFRINGEMENT SUIT

At the request of Dictograph Products Company, and by agreement with Zenith Radio Corporation, the U. S. District Court for the Southern District of New York has dismissed, with prejudice against Dictograph, a suit filed by that company in 1945 against Zenith Radio Corporation of New York, a wholly owned subsidiary of Zenith Radio Corporation of Chicago. The suit charged infringement of Dictograph patents by Zenith in the manufacture and sale of bone conduction hearing aids.

In addition to stopping prosecution of its suit against Zenith, Dictograph issued to Zenith Radio Corporation and all of its subsidiaries a royalty-free license under the Dictograph patents involved in the suit.

At the same time, Zenith Radio Corporation agreed to dismiss a suit it had filed in Wilmington, Delaware, against Dictograph, in which Zenith charged that all Dictograph hearing aid patents were invalid.

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BING CROSBY GOING TO CBS

The Columbia Broadcasting System announced in Hollywood last night (Tuesday, Jan. 18), that Bing Crosby will be heard over CBS next Fall. The singer has been heard this season on the American Broadcasting Co. network.

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BELL SYSTEM FILES NEW TELEVISION TARIFFS

New tariffs were filed by the American Telephone & Telegraph Company with the Federal Communications Commission last week to become effective on March 1, to clarify and amplify the provisions under which the company furnishes channels for television transmission. These filings are based on experience in providing service in recent months and are in line with statements made by the company during the television rate hearing before the FCC. Similar tariffs were also filed by the New England Telephone & Telegraph Company to illustrate the type of tariff in this field which will be filed by other Associated Companies of the Bell System, to become effective on the same date.

The chief changes in the tariffs are:

A. The present tariff includes a provision that the A. T. & T. Company will not interconnect its inter-city television network facilities with the inter-city facilities of other companies, except in areas where the Telephone Company does not have such network facilities available. In the new filing, the conditions under which inter-city channels of other companies may be connected with Bell System inter-city channels are further clarified. The provisions fall into two categories:

1. Where the customer requires television network service for less than three months (usually for particular events and not for continual use), and if the telephone company does not have facilities, the inter-city channels of other companies may be interconnected with telephone company inter-city channels for varying periods up to three months - or until telephone company facilities are available. This depends upon the particular circumstances involved.

2. Where the customer requires television network service for more than three months' duration, and if the telephone company cannot within twelve months extend its facilities to the customer's location, the inter-city channels of other companies may be connected to Bell System inter-city channels for thirty-six months - or longer, if the telephone company does not then have facilities.

In both the above cases, the tariff provisions stipulate reasonable notice from and to customers as well as the periods of interconnection.

B. Where available inter-city channels are insufficient to care for the requirements of all monthly service customers, usage will be allocated on a quarterly basis. This assures broadcasters the use of the channels for a longer period than the present 30 days, and thus should facilitate their selling network time to advertisers.

C. The areas in which local channel rates of the Bell System apply between television broadcasting stations are in general enlarged and made more uniform by including channels where the telephone exchanges serving the television customers are not more than twenty-five miles

apart. As under the present tariff provisions, Bell System customers may use non-telephone company channels within these new areas and connect such facilities with the inter-city and local television networks of the Bell System on an unrestricted basis.

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BRITISH TV SET OUTPUT LAGS; AVERAGES ONLY 6,000 A MONTH

Figures issued by the British Radio Industry Council show that the production of television receivers in the United Kingdom during the past year was at an average rate of 6,430 a month, the actual figure for October, 1948 - the last month for which full information is available - being more than 12,000.

This rate of production compares with an average monthly output in 1 947 of 2,300, and in 1946 of 800.

It is known, the statement goes on, that total production since the recommencement of manufacture in May, 1946, has exceeded 100,000 sets. Sales have closely followed production.

Until now, one of the chief limiting factors in production of television receivers has been the supply of cathode-ray tubes; British tube manufacturers have recently been able to speed up production, and hope to make it possible to produce 200,000 television receivers in 1949 and 300,000 in 1950.

"While our production rate is small as compared with that of the U.S.A.", said Admiral J. W. S. Dorling, Director of the British Radio Industry Council, "it is substantial in relation to the size of the country, the population, and the television service area - which at present is only London and the Home Counties. Our manufacturers have been handicapped by the general economic position of this country, by shortages affecting not only the manufacture of receivers but the erection of transmitting stations, including building construction, and by uncertainty about the future.

"The recent Government announcement that the British 405-line system is to be adhered to has ended the uncertainty; and it ought to be pointed out, particularly for the benefit of friends overseas that that decision was not taken with the object of preventing existing British sets from becoming obsolete, but to promote development of a well-tried system which we have every reason to believe is easily the best for the particular conditions in Britain and Western Europe.

"For other parts of the world, our manufacturers are prepared to produce equipment for other systems if they are thought to be more suitable."

Sir Ernest Fink, Deputy Chairman and Managing Director, in addressing the annual meeting of the Electric and Musical Industries, Ltd., attributed the British leg to the handicaps imposed by Britain's government-operated system as against the U. S. system of free competitive enterprise in radio.

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PRESIDENTIAL INAUGURAL NOTES

Almost 500 radio correspondents and their technical staffs are expected to be in service in Washington beginning this (Wednesday, Jan. 19) evening, including the crews which will be in charge of television, for the first time at the installation of a President.

Radio stations in this area will be on what will add up to sunrise to sunset coverage.

The Inaugural Gala tonight (Wednesday), the Inaugural Parade tomorrow and the Inaugural Ball tomorrow night, will all be telecast. Film recordings will be made available within a metter of hours to every television city in the country. This includes the East-Midwest nets, from the Atlantic to the Mississippi. The networks will record two negatives of a telecast, one a master negative from which prints will be made, and the other a protection copy. The master negative will be rapid-processed, edited and printed, and prints will be sent by air to all stations requesting it.

The American Society of Composers (ASCAP) has granted blanket clearance for all music which will be played at the Inaugural Gala, the Inaugural Parade and the Inaugural Ball.

The American Federation of Musicians is paying wages and expenses of some 10 bands playing at Inaugural ceremonies, according to James C. Petrillo, National Music Chairman for the Inauguration.

A round-trip chartered flight from Miami to Washington and back for Xavier Cugat and his band alone will cost upward of $3,000, a spokesman added.

The cost will be footed by the Union's general treasury, by approval of the International Executive Board, the spokesman said, noting "we've never done this before".

The National Symphony Orchestra was one of the musical aggregations listed by the union as "on our tab". Also listed were bands of Phil Spitalny, Guy Lombardo, Lionel Hampton, Benny Goodman, and Barney Breeskin.

The State Department's Voice of America will broadcast to the world a running account of the inauguration of President Truman on Thursday.

Voice of America reporters and commentators, stationed on the Capitol steps, and along the parade route, will give listeners in Europe and Latin America a first-hand report of the activities. The President's inaugural address will be carried in full in his own voice, and the text will be broadcast in Russian, German and other languages.

Accounts of the ceremonies will be broadcast in thirteen languages. High spots also will be recorded and rebroadcast to the Far East.

The broadcast will be relayed by the American relay base at Munich and by British Broadcasting Corporation facilities.

Radio stations have been established by the Washington police with State police of Virginia and Maryland. When traffic appears too dense in any given approach area, motorists will be directed to alternate routes into the city, or asked to park along the roadside and ride public transportation.

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NEARBY CITY STATION ALSO CITED IN BALTIMORE RADIO GAG

The latest move in the Baltimore press and radio censorship aroused the wrath of the Washington Post, which poured it on as follows

"If a deliberate effort were being made to demonstrate both the futility and the danger of the Baltimore press gag rule, there could be no better proof than the case of Radio Station WSID of Essex, Md. WSID is one of the five radio stations cited by the Supreme Bench of Baltimore City for violation of its code prohibiting the publication (and broadcast) of news about a defendant charged with crime while his case is pending in court. WSID sought to throw off the contempt citation on the ground that it is not within the jurisdiction of the Baltimore court, since Essex is 10 miles from Baltimore proper. But Judge John B. Gray, Jr., of Calvert County, who was appointed by the Court of Appeals to hear the citation cases, has declared that WSID must stand trial because its broadcasts "were available to city listeners".

"If the ruling actually means what Judge Gray says it does, then it amounts literally to battling the air. The application of the gag in Baltimore City is bad enough, but to extend it to an area outside the physical limits of Baltimore seems to us a pretty strained version of the court's jurisdiction. Under such an interpretation there is nothing to prevent the haling into court of some luckless station whose broadcasts reached Baltimore only through atmospheric freak. By implication the Baltimore ruling also applies to all Washington radio stations - and newspapers - which carried to Baltimore details of the arrest of Eugene H. James in the Bardwell and Brill murder cases last Summer.

"All this is done in the name of insuring a prisoner a fair trial. Such a right is, of course, basic to American judicial concepts. But for the courts to attempt to set it up as a paramount or exclusive right is to reflect altogether too narrow an understanding of the relationship of the courts to society in general. For society is made up of many interrelated privileges and duties, and one of these is the public's right to be informed - not only about the details of crime, but about the conduct of public officials in criminal cases as well. In a complicated society a right can be guaranteed only so long as this guarantee does not infringe on other important rights. Surely it is possible to provide for a fair trial in Baltimore without elaborate and unrealistic attempts at insulation. The devising of means to accomplish this within the framework of other rights is one test of the court's competence.

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SEES MOVIE SHIFT TO N.Y. DUE TO TELEVISION

New York soon will become the center of motion picture production, especially for films for television, Louis de Rochemont, producer of semi-documentary movies, prediced in New York this week.

Speaking at the fourth annual meeting of the Screen Directors Guild, Mr. de Rochemont further predicted that television would destroy the motion picture industry "as we know it today".

"No one fears this destruction", he said, "except those who have risen to positions of power and hold those positions, through the control of capital, facilities and theatre chains.

"In place of the Hollywood we have known, the motion picture industry will be rebuilding along healthier lines with larger rewards going to those who contribute to the creation of the product rather than the administrative hierarchy."

Mr. de Rochemont, who developed the "March of Time" and produced such films as "The House on Nine-second Street" and "Boomerang", asserted that by 1950 movies made for television would consume more film in a month than Hollywood produced in a year.

"Already we know that the traditional Hollywood cast pattern cannot be used in making television films", he said. "Many of these films will have to be made on location for reasons of economy and the East offers a wide range of natural locations which are lacking on the West Coast.

"The East also offers a large pool of genuine performing talent and a group of directors who, while not widely known, are far ahead of the field in advanced thinking about motion pictures. Today the slogan in Hollywood is, 'Go East, young man, if you want to be in the progressive end of the motion picture business.'"

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HALLICRAFTER CUTS TELEVISION SET PRICE

The Hallicrafters Co. has cut the price of its 7-inch television receivers $50, from $189.50 to $139.50, William J. Halligan, President said in Chicago.

In announcing the reduction, Mr. Halligan said that the move was taken to stabilize, and at the same revitalize the 7-inch market.

"Our plans for 1949 include a new line of television receivers offering even greater value to the consumer. All prices will be down from 1948 levels, reflecting, however, production economies rather than any increase in the cost of materials.

"New models will give larger pictures, and will incorporate a new feature called 'dual focus', which permits the enlarging of pictures to a fully circular, telescopic view, while still maintaining true proportion between width and height", Mr. Halligan said.

Hallicrafters produced its 50,000th television set on January 6, the president said.

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N.Y. CHURCH TO FIGHT TAVERN BAR TELEVISION

The First Presbyterian Church, Fifth Avenue between Eleventh and Twelfth Streets, New York City, announced this week that it was opening its own "television center" for children in hope of keeping the youngsters out of Greenwich Village bars and grills.

With the approval of the church's pastor, the Rev. Clarence Boyer, the parents' class of the church school has bought a television receiver and set aside a room for a weekday schedule of video shows for teen-agers and younger groups.

Mrs. Kenneth Chamberlain, who is in charge of the television project for the parents' class, explained to the New York Times that the modern mother had found that the advent of the electronic era had added to her chores.

"When a mother goes to look for her children she finds them down at the bar", she said. "Instead of youngsters going to a bar to see a picture, we thought it was something that the church could do.

"We want our teen-agers to continue to look to the church for their good times as well as for their spiritual guidance. We hope it will inspire a pattern for many communities."

Mrs. Chamberlain noted that many taverns in the Village now had television sets and that they had proved a strong attraction for the younger generation.

The center will be formally opened today, with the festivities starting at 6:30 P.M. There will be games, an auction of quilts, good food and television of the concert celebrating the inauguration of President Truman.

Mrs. Chamberlain acknowledged that there would be a door charge for the opening ceremonies - 50 cents for children and $1 for adults. "To finish paying for the television set", she explained.

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PETRILLO PRESENTS PRESIDENT WITH UNION LIFE MEMBERSHIP

As a pre-Inaugural gesture of appreciation, James C. Petrillo, President of the American Federation of Musicians, this week presented President Truman, the well-known pianist, with a silver plaque as the "champion of world peace".

The plaque also made Mr. Truman an honorary life member of the Musicians Union. It said that the President's "mastery of harmony in statesmanship, as in music, has contributed so largely to world fellowship of man."

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SCISSORS AND PASTE

It Took Lew Weiss To Keep Rogers On His Broadcast Schedule
("Parade")

On the end of his watch chain where many men attach a rabbit's foot, Lewis Allen Weiss wears the replica of an alarm clock. For Weiss, Chairman of the Board of Mutual Broadcasting System and President of its Don Lee affiliate on the West Coast, feels he owes his early success to this generally unpopular article.

Weiss was in charge of the late Will Rogers' Sunday night broadcast some 15 years ago. It was the young director's first big radio break. For five weeks, however, the program had run over its allotted time. Network executives pleaded, coaxed and threatened, but Will just couldn't finish on time.

In desperation it was agreed that the next time Will went over the deadline he would talk into a dead mike. It happened the very next week. Will was irate when he learned that the punch line of his last joke had failed to come over the air. "That's the end", he roared. "You'll never get me on the radio again."

To the network and the sponsor it was a matter of grave concern. To Weiss it was a tragedy. If the actor failed to relent, Weiss knew his job was forfeit. After hours of pleading, Rogers agreed to renew his broadcasts. But, he made it plain, one more premature silencing and that would be his last program.

Came Sunday night. In a corner of the studio sat a nervous squirming Weiss. Will blithely ad libbed his way when, thirty seconds before the program's end, there came the jarring b-r-r-r-i-n-g of an alarm clock. A startled Will paused - his face set. Then the wrinkled features broke into the wide, familiar grin. "All right, Lew", he chuckled. "You win." Never again did he go over his scheduled time.

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Mixed Reactions At "State Of The Union" Telecast
("Variety")

President Truman's half-hour "State of the Union" address, large-screened last week to the N. Y. Paramount theatre's matinee audience, met with a mixed reaction from a comfortably filled house. Younger payees were visibly restless after the novelty wore off while those who were more mature were so interested in the speech itself that many failed to realize the President was speaking almost simultaneously.

Although the Capitol scene was reproduced fairly well, a steady horizontal flicker was rather trying on the optics. Closeups were particularly clear contrasted to the blurry longshots of the congressional audience. Event was thrown on a 24 x 20-foot screen through coaxial cable to New York from Washington, thence via telephone wires to the theatre. Finally Par's intermediate film process projected the historic occasion on the screen 20 seconds after it actually happened. Few customers walked out during the special service program, although it's possible they may have been waiting for the Bob Hop pic, "Paleface", to start.

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Bell System Plans West Coast Television Network

(Bartlett T. Miller, Vice-President of the American Telephone and Telegraph Company, in charge of the Long Lines Department, writing in the New York Times)

Last month broadcasters used our Eastern television network an average of thirteen hours a day - an increase of nine hours over May, when service was put on a commercial basis. Growth is also the story of our facilities, for the Bell System plans more television channels along its existing main routes and extensions from its present networks to additional cities. We announced recently our intention of doubling the channels on the trunk route between Philadelphia and Chicago and of providing network service to Cincinnati, Rochester and Providence, among other cities. On the West Coast, a Bell System television network is also scheduled for early construction.

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"Most Promising Week; TV Losses Only $22,000"

("Variety")

Manager of a Washington, D. C., TV station, in New York last week for huddles, confessed to intimates that last week marked the happiest and most promising in the station's short career. "Losses for the week were only $22,000", he added.

Toughest week for the station was about a year ago, when the seven-day deficit hit $58,000.

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Enough Phone Connected TV Sets Might Bring Own Films

("Film Daily")

Television will not prove a serious threat to the exhibitor until Phonevision enters the picture, Arthur Lockwood, TOA president, said in a newspaper interview. At present no advertiser can afford to pay costs of first run features, Lockwood said, but with 30 or 40 million TV sets connected with the telephone on a pay basis, a producer could well afford to make top films for the exclusive use of TV.

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Daylight Again - So Soon

("Washington Post")

Apparently the attention of the Eighty-first Congress is to be diverted, as in the case of its predecessors, to the picayune question of what time is to be observed in the District of Columbia. Representative O'Hara already has introduced a bill to make standard time mandatory in each of the national time zones. Senator McGrath has countered with a repetition of the bill he has sponsored for two years past to give the District Commissioners permanent authority to order daylight-saving time in Washington each Summer.

There is no reason for another battle on this subject. The matter would have been settled definitely but for the shortsightedness of the last House in modifying the McGrath plan and limiting daylight saving to one Summer only after a delay that messed up time schedules

(Continued at bottom of page 16)

TRADE NOTES

About 250 employees at the Corning Glass Works, Charleroi, Pa., have been laid off, the firm said, because of a slack demand for 12-1/2 inch bulbs used in making television tubes.

Production of the bulbs, a Corning spokesman said, is not expected to be resumed until early Summer when new tube plants to use the bulbs, now being built by Corning customers, enter production.

Mrs. Charlotte Woolley Crosley, 85, mother of Powel Crosley, Jr., and Lewis M. Crosley, industrialists and major owners of the Cincinnati baseball club, died last Friday, January 14th.

An estimated 3500 television receivers were installed in the San Francisco area as of January 1, according to an investigation conducted recently by KPIX, Northern California's first television station.

KPIX's estimate was made after contacting Bay Area dealers and distributors and a study of the preliminary reports of the Northern California Electrical Bureau. Plans are to make a continuing set census.

The American Society of Composers, Authors and Publishers (ASCAP) will be host in New York during the week beginning January 31st to its field staff throughout the country at the first post-war convention of the field force.

The Society's general offices occupy most of the 45th floor in the RCA B uilding, with a large annex in the 15th floor for the vast music index and for the foreigh music department. Heads of the various departments will meet with groups of the visitors during the week to show them at first hand the workings of the Society's machinery for the protection of its members' music copyrights.

During the fiscal year, 321,447 newspaper, magazine and other periodical advertisements and 643,604 commercial radio continuities were examined by the Federal Trade Commission. From this material, 11,444 published advertisements and 8,819 broadcast statements were designated for further study as containing representations that might be false or misleading.

The Commission also took note of the mounting public interest in television and initiated coverage of television advertising.

Special sound reproduction equipment is being installed in the District Court in Washington, D. C., in preparation for the treason trial of Mildred E. (Axis Sally), Gillars beginning next Monday, January 24th.

More than 40 sets of earphones are being installed in order to reproduce for jury, judge, court officers, lawyers, defendant and the press, transcriptions of wartime broadcasts from Berlin said to have been made by Miss Gillars, who is now in the District of Columbia jail.

The New York Times Tuesday carried the following advertisement:

"Don't Risk Asthenopia from viewing television. Get Free Reprint of Article in The Journal of the American Optometric Association. Write or Phone Transmirra Products Corp., 1650 Broadway, New York. Plaza 7-6430."

Net profit for International Detrola Corporation and subsidiaries for the fiscal year was $1,710,083.68, C. Russell Feldmann, President, said the figure was 24 per cent more than in 1947 and also the largest in the Company's history.

"These earnings, equivalent to $1.40 per share, reflect in part the increased profits from our Steel Mill Division which has become so dominant in the Company's activities that a proposal will come before stockholders at the annual meeting in February to change the Company's corporate name to 'Newport Steel Corporation'," Mr. Feldmann said.

Chairman Pat McCarran (D), of Nevada, of the Senate Judiciary Committee Tuesday introduced a bill sponsored by Attorney General Tom C. Clark to permit wire tapping in espionage cases.

Senator McCarran said the measure will be given careful consideration so the "exceedingly sacred rights of citizens" are protected even as the espionage laws are made stronger.

The bill, proposed by Clark last week, also would permit the Army, Navy and FBI access to telegrams, radio and telephone communications.

It also would provide penalties for failure to report the loss, theft or unlawful transmission of defense information, such as code books.

Back seat drivers may enjoy television programs, but the man at the wheel will still have to keep his eyes on the road, if a bill being drawn up for presentation in the Maryland Legislature becomes law.

Delegates Horace Whitworth, Leroy W. Preston and Julian P. King, will sponsor a measure at Annapolis to prohibit operation in Maryland of any motor vehicle equipped with a television screen in view of the driver.

It would be permissible to place the screen anywhere in the car out of the driver's sight, though under the proposed legislation.

Driving a car with the radio on isn't nearly as illegal as originally reported, it developed in Washington, D. C. this week. Assistant Corporation Counsel Clark F. King said that he had been quoted out of context in news stories which credited him with the view that a driver who listened to the radio was failing to give "full time and attention" to his driving. "If the radio is too loud", said King, "or if the driver is too engrossed in it, then I'd say the driver would be liable to prosecution for failing to give full time and attention. But there is no objection to a motorist listening casually to a radio which is set at a normal volume."

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(Continuation - "Daylight Again - So Soon")

generally. Certainly this is an issue of primary concern to residents of the Washington area. It has no conceivable relation to the habits of Middle Western farmers or the personal preferences of Congressmen. If the new Congress truly is more liberal-minded, it ought to extend this trivial right to Washington by passing the McGrath bill promptly.

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No 1860

February 2, 1949

TRUMAN MUCH PLEASED WITH INAUGURAL TV; SOME OTHERS NOT

According to a reliable informant close to the President, the television broadcasts seemed to please Mr. Truman almost more than any other feature in connection with his Inauguration. Evidently he had had time to hear from the country regarding the telecasts and had termed them a complete success.

It was said that the television angle was the most frequently mentioned thing in that part of the mail from the East and the newly added Middle West television territory, in the deluge of mail received at the White House following the Inauguration.

There was praise for the Inaugural television from another of the top flight viewers in Washington. Mrs. Wayne Coy, wife of the Chairman of the Federal Communications Commission, stayed home to watch the Inaugural Parade on her video set, and was quoted as saying she was perfectly satisfied and felt she had missed nothing "except maybe the color".

The criticism of radio and television editors varied.

"The cameras of television, covering an inauguration for the first time, caught both the solemnity and pageantry of the occasion with such startling detail and realism that the sense of 'being there' was inescapable", Jack Gould observed in the New York Times. "When the ceremonies were opened with the singing of 'The Star-Spangled Banner', hundreds in offices, homes and public places instinctively followed the action of the spectators in Washington and rose promptly to their feet.

"From the technical standpoint, the coverage of the inauguration was for the most part excellent, but occasionally there were some flaws. Chiefly, the announcers seemed bent on talking every moment they could. In their grasp for words they usually sounded trite and superfluous when what their audience was seeing was sufficiently moving and inspiring in itself. At the parade, the music of the bands and the noise of the crowd often was unnecessarily cut off.

"The view of the proceedings that was projected into the living room was more revealing than that obtained by most spectators spread out in front of the Capitol."

"Television industry, given a once-and-for-all chance on President Truman's inauguration to demonstrate its reported superiority over the newsreels, flubbed the opportunity", Stal wrote in Variety. "Comparison of the two mediums' coverage gave the reels a decided edge, leaving tele only its uncontested immediacy to brag about.

"Not that TV did a bad job.That could hardly have happened with the industry bearing down on all cylinders, pressing 14 cameras and its top announcers and directors into service. But the standout

work expected of the pool pickup from Washington failed to materialize, especially in coverage of the inauguration parade.

"TV lost the showmanly touch accorded by the reels. With one camera stationed directly opposite the President's stand on the White House lawn, it would have been interesting to watch more of Mr. Truman's and Vice-President Barkley's reaction to the different floats. Instead, the cameras kept cutting to such relatively uninspiring sights as the state governors in their cars, or the police motorcade. When they had a chance to inject a little color through concentrating on the West Point cadets or the Annapolis middies, the cameras again went roving, brushing off almost completely the precision marching of the future officers pointed up so neatly by the reels.

"The announcers, too, missed the boat. Where they should have let the camera eye handle the description, they came in with unimportant remarks to distract the viewers' attention."

"At the Lafayette Hotel cocktail lounge, a spokesman said, "Yes, some of them have been here all day, (the day of the parade)", Sonia Stein wrote in the Washington Post. "Yes, they keep ordering; some of them must be seeing two pictures by now."

Miss Stein concluded:

"Television can see over the heads of the crowds. Through the voice of a narrator, it can help the audience identify celebrities they might not recognize even if they s aw them face to face.

"It can bring such historically important ceremonies into the school as it did with the presidential inauguration in Baltimore, St. Louis and Milwaukee.

"But whatit cannot do, is give the joy of participation, the feeling of being one of a crowd. It leaves out of its presentation the part of the show some parts of the audience want to see as it jumps around from spot to spot for the best pictures.

"It deprives us of color in the presentation of an event where even the colors worn by the spectators make a vivid and pleasing picture.

"The roar of jet planes flying low over the Capitol is spine-tingling. The television report of the same thing is not.

"The smell of hot dogs and mustard on a crisp, cool day doesn't come over the television channels.

"You can be omnipresent with television - you can be absolutely everywhere. But you can't be there."

A sour note was added by a Post reader, Eric Reisfeld, of Silver Spring, Md.:

"I saw the Inauguration on television - and it was a sad spectacle. I am rather certain that it decided quite a few people, besides myself, against spending money on a set for some time to come.

"It was a rare picture that was not 'fuzzy', 'foggy', or whatever other excuses may be made for a very simple, basic defect: out of focus. Apparently the camera people on these cameras along the route had less knowledge of the workings of a lens than the average amateur photographer.

"Perhaps the time will come when it will be understood, that outside of knowing the limitations and peculiarities of this medium, a television cameraman should know basic photographic principles in preference to knowing the exact electronic process by which his pictures are being transmitted.

"As another criticism, leveled at the producer of this telecast, let me yet mention that there was a marked lack of continuity in the show, some floats being shown each time they passed one of the four camera locations, others being omitted completely."

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SARNOFF, "GREAT MAN", SETTLED RECORDS BAN, SAYS PETRILLO

That credit for settling the year old ban on record manufacturing was given to Brig. Gen. David Sarnoff, of RCA by James C. Petrillo, President of the American Federation of Musicians, was revealed in the January issue of Radio Age.

"I feel that something should be said about a great man who brought this about, for this is another victory for all of us", Mr. Petrillo was quoted as saying, after the pact had been signed. "And feeling that one man in the industry was a fair man, I went to see General Sarnoff, some five-six months ago and I said, 'General, what are we going to do about this thing. Are we going to fight it out like we did before, or are we gonna settle this matter in a nice manner like Americans should?" And he said: 'Jimmy, there shouldn't be any fights; we ought to get together on this thing.' And we did get together. He grabbed hold of the bull by the horn himself, called in the industry - did a swell job - advised me as to what he thought was right and wrong. I mean when I say advised me, he said: 'This is the thing we can do, and this is what we will do, and no more than this', and so on, and I believed every word that man said, And, believe me that everything he said was God's honest truth. Night and day, when he says this is the truth, this is what's gonna happen - that's exactly what happened. I can't say too much for that man in this industry, and I think that labor has a friend in General Sarnoff."

"This is almost as great an emotional surprise for me as seeing the first record cut here after a year of silence," said General Sarnoff in reply. "I don't know any appropriate response that I could make to so generous a statement as Jimmy Petrillo has just made about me. All I can say is that this is not the work of any one man. It took patience, restraint, wisdom and some skill in negotiations on both sides to arrive at this settlement.* * * * In these negotiations Mr. Petrillo has been fair and worked hard."

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HIGH COURT UPHOLDS LOUD SOUND TRUCK BAN; DECISION PUZZLING

Sound trucks which send out "loud and raucous noises" can be banned by city ordinances, the Supreme Court said yesterday in upholding a Trenton, N. J., regulation by a 5 to 4 vote.

In the sound truck decision, five separate opinions were handed down, and there was no majority opinion, only a majority judgment.

Last year, the high court ruled 5 to 4 that a Lockport, N.Y. ordinance under which Samuel Saia was fined and jailed for not having a loud speaker permit, was unconstitutional. That ordinance was overruled because the police chief had sole authority to decide who should get a permit.

Chief Justice Vinson and Justices Rutledge, Murphy, Douglas and Black joined in the Saia decision.

In yesterday's case, Charles Kovacs, international representative of the CIO United Steel Workers, had been fined $50 in a test case for violating the Trenton ordinance governing sound trucks.

Justice Reed announced the judgment in an opinion in which Chief Justice Vinson and Justice Burton joined. Senator Reed said that the New Jersey Supreme Court had ruled that the ban involved only "loud and raucous noises", and:

"We think it is a permissible exercise of legislative discretion to bar sound trucks with broadcasts of public interest, amplified to a loud and raucous volume, from the public ways of municipalities", without injuring rights of freedom of speech.* * *"

Justice Frankfurter concurred, but added, "Nor is it for this court to devise the terms on which sound trucks should be allowed to operate, if at all", for he said legislatures are free to act as long as they do not attempt to prescribe ideas.

Justice Jackson also concurred, but he said the decision repudiated the Saia decision, from which he had dissented, and added he believed the Trenton ordinance bans all sound trucks. Comparison with the Saia decision, he said, "I think, will pretty hopelessly confuse municipal authorities as to what they may or may not do."

Justice Murphy dissented without written opinion.

Justice Black, in a dissent in which Justices Douglas and Rutledge joined, agreed that the Trenton ordinance bans all sound trucks, "and it strains the imagination to say that the ordinance itself would warrant any other interpretation.

"If Trenton can completely bar the streets to the advantageous use of loud speakers", he said, all cities can do the same, and preference is given those who can afford newspaper, radio or motion picture advertising.

Justice Rutledge, in addition to joining the Black dissent, wrote a separate dissent in which he declared:

"In effect, Kovacs stands convicted, but of what it is impossible to tell, because the majority upholding the conviction do not agree upon what constituted the crime. How, on such a hashing of different views of the things forbidden, Kovacs could have known with what he was charged or could have prepared a defense, I am unable to see. How anyone can do either in the future, under this decision, I am equally at loss to say."

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RALPH ATLASS SEEKS KLAC, L.A. "BECAUSE HE LIKES CALIFORNIA"

Not many people in this world get to do what they want to do and at the same time live exactly where they want to live. Someone asked Commander George B. Storer how Fort Industry happened to buy a station in Miami. Commander Storer said that one of the main reasons was that he was very fond of Miami and wanted to have an excuse for spending more time there.

Ralph L. Atlass, Chicago broadcasting magnate, was quoted as saying almost the same thing about the West Coast in connection with his negotiations for Station KLAC in Los Angeles.

"I like it in California and hope to live there some day", Mr. Atlass was quoted as saying in reply to a question as to whether he intended to transfer all of his interests to the West Coast. The latter part of the query was evidently intended to smoke Mr. Atlass out on a rumor in circulat recently that he intended to retire from radio.

Mr. Atlass said reports from the West Coast that he was interested in buying the 5 kw station for in excess of $400,000 are "substantially correct."

Mr. Atlass is chief owner of WLOL, Minneapolis, and has a heavy interest in WKTY, La Crosse, Wis., as well as WIND, Chicago. He revealed that negotiations are underway for the La Crosse Tribune to purchase WKTY.

Mr. Atlass said the Los Angeles deal is being discussed with Warner Brothers. The motion picture firm's purchase of KLAC and KLAC-TV and KYA, San Francisco, from Mrs. Dorothy Thackrey has been held up by the Federal Communications Commission. Warner Brothers already own KFWB, Los Angeles.

Mr. Atlass, partner in the proposed Los Angeles venture, Benjamin F. Lindheimer, is one of Chicago's most influential financial, political, and sports figures. A close friend of Illinois' late Gov. Henry Horner, Mr. Lindheimer owns the Los Angeles Dons football team, nearly all of Chicago's Washington Park and is chief owner of Arlington Park.

Ralph Atlass is a brother of H. Leslie Atlass, vice president of CBS in charge of the Central Division and general manager of

WBBM, Chicago. The Atlass brothers developed WBBM, WIND and WJJD into outstanding Chicago stations, selling WBBM to CBS and WJJD to Marshall Field.

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SYLVANIA TO ISSUE ADDITIONAL COMMON STOCK TO FINANCE TV

Don G. Mitchell, President of Sylvania Electric Products, Inc., states that the company contemplates the issuance and sale of additional common stock to finance a part of the company's expansion in television.

At the end of 1948, Mr. Mitchell said, Sylvania was producing at a rate of 500,000 picture tubes annually, an eight-fold increase during the year, with Sylvania's Emporium, Pa., plant accounting for most of this output. The company's Ottawa, Ohio, plant which started production in December is scheduled to reach full operation around the middle of 1949.

A new plant at Seneca Falls, N. Y., is being equipped to turn out television picture tubes. The company's wholly owned subsidiary, Colonial Radio Corporation, has commenced the manufacture of television sets in volume and indications are that in 1949 its television set sales will be larger than its sales of radio receiving sets.

Mr. Mitchell stated that Sylvania now has an investment of more than $5,000,000 in plants, facilities, and current assets for the operation of its television picture tube division.

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RADIO PARLEY COLLAPSE LOOMS

Soviet Russia's sharp criticisms threatened to break up the World Radio Conference being held in Mexico City, according to an Associated Press report from there last week.

The conference president and vice president, both Mexicans, resigned after a stormy session lasting into the early hours of the morning. The Soviet bloc of 11 nations had refused to join in a vote of confidence in their management.

A Committee, including the U.S.S.R. and Romania, was named to ask the Mexicans to forgive and come back, but the group failed to find them.

Belgium has taken over the conference presidency temporarily.

The World High Frequency Broadcasting Conference began in Mexico City last October to try to work out a plan for sharing the eight crowded short-wave broadcast bands between 6 and 26 megacycles. It is considering two plans, one offered by Russia and the other by the United States. Earlier the delegates of the Soviet bloc walked out.

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1948 TV SET PRODUCTION MORE THAN 975,000, RMA REPORTS

More than 975,000 television receivers were produced during 1948, bringing the postwar total TV set production to at least 1,160,000, the Radio Manufacturers' Association reported this week. An additional 25,000 to 30,000 unassembled TV set kits were reported to have been manufactured last year.

With set manufacturers applying an increasingly large share of their manufacturing facilities to television, particularly during the second half of 1948, production of radio receivers last year declined about 20 percent under the all-time peak reached by the industry in 1947. Last year's output of radios, however, was the second highest in the industry's history.

Total industry production of radio sets in 1948 was estimated by RMA at more than 16,000,000 of which RMA member-companies manufactured 13,265,793. In 1947 the entire industry's production of radio sets exceeded 20,000,000.

TV set production by RMA member-companies reached a new high of 161,179 in December, only 17,500 sets under the entire output of television receivers in 1947.

RMA member-companies reported manufacturing 866,832 TV sets in 1948 as compared with 178,571 in 1947 and 6,476 in 1946. Production by non-member manufacturers brought the total TV set output in 1948 to more than 975,000.

FM-AM and FM only sets made by RMA members, however, last year rose 35 percent above the 1947 output despite the general decline. RMA companies reported 1,590,056 in 1948 as compared with 1,175,104 in 1947, and the December tabulation reached a new high of 200,326 FM-AM sets as against a previous peak of 171,753 in September. Over 100,000 of the 1948 output were FM only sets.

A decline in AM only home receivers accounted for the entire decline in radio set production in 1948. Table models dropped from 72 to 46 percent of the total radio output, while consoles maintained about the same proportionate share it had in 1947 or 12 percent.

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EX-SEN. WALLACE WHITE, JOHN KENNEDY DROP IN AT WHITE HOUSE

Among President Truman's callers during the past week were John A. Kennedy, of San Diego, California, well known broadcaster and editor, and former Senator Wallace H. White, Jr., of Maine, co-author of the Radio Act.

Mr. Kennedy has been a frequent visitor in connection with the President's support of a National Water Resources Committee.

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BALTIMORE RADIO "GAG" IS APPEALED

Radio station WCBM on Tuesday (February 1), appealed its contempt-of-court conviction under Baltimore's "gag rule" prohibiting the broadcasting and publication of certain information on criminal proceedings.

Attorneys for the station instructed the clerk of the Baltimore Criminal Court Monday to enter an appeal to the Maryland Court of Appeals at Annapolis.

Station WFBR also has indicated it will appeal, while Station WITH, also found guilty, has not announced its decision.

The three stations and an announcer were cited for broadcasts concerning the arrest of Eugene James for the slaying of 11-year-old Marsha Brill. James has been sentenced to hang.

Station WSID of nearby Essex, Md., was acquitted because there was no proof that its broadcast was heard in Baltimore. A charge is pending against a fifth station, WBAL.

The radio stations argued in court last week that freedom of news should not be restricted on the chance some of it might prejudice a man's right to a fair trial.

The State argued back that restrictions in force in Baltimore for ten years have done more than anything else to promote the orderly administration of justice and eliminate "trials by newspaper".

At the court hearings last week the intervenors were the National Association of Broadcasters, the American Newspaper Publishers' Association, the American Society of Newspaper Editors and the American Civil Liberties Union.

Paul D. P. Spearman, council for WCBM, advanced the theory that Congress and the Federal Communications Commission have exclusive power to regulate and control radio communications and the programs broadcast. He argued that the Federal Communications Act of 1934 specifies that there shall be no censorship.

Commenting upon the case the Editor & Publisher said:

"The Rules of the Supreme Bench of Baltimore forbid publication of any statement an accused person may make after arrest, reports about his actions and discussions of past criminal record, or disclosures about evidence found by police.

"Last Summer Baltimore police arrested a murderer who confessed to killing two children in Baltimore and Washington. Baltimore newspapers and radio stations kept silent on many details of the crimes because of the gag rule but the Washington papers, circulating freely in Baltimore, carried the complete story. Subsequently, radio stations in the Maryland city quoted the Washington newspaper stories bringing contempt citations.

"This is censorship by the courts and is even worse than attempted censorship by legislation. It is obviously unworkable and patently unconstitutional. It's absurdity is apparent.

"The Baltimore justices can jail every editor and every radio announcer in Maryland but they still can't touch those in Delaware, Pennsylvania, Washington, etc. Try as they might they can't seal up the residents of Maryland or Baltimore in a news vacuum of their own making.

"The sheer hopelessness of the idea should indicate to them the certainty of its unconstitutionality."

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TRUMAN STILL DISTRUSTS POLLS; INDIANA HONORS GALLUP "MEMORY"

President Truman said last week he had no more confidence in public opinion polls than he had before the election, even though a recent one showed 69 per cent of the voters approved of his actions.

At a news conference, a reporter called his attention to this result of a recent Gallup Poll and asked whether he would comment.

The President said he never did have any confidence in polls and he didn't have any now. He made his own decisions, he said, on whether an action is right or wrong after he got all the facts and polls had no effect on him whatsoever.

The Indiana Senate, with a Republican majority, stood for a minute last week in tribute "to the memory of Dr. George Gallup."

Just before the Senate recessed to hear a broadcast of President Truman's inaugural, Senator Harold Handley, Republican from Laporte, moved that the lawmakers stand in memory of the poll director.

The Senators laughed heartily and then Republicans and Democrats alike stood up.

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EMERSON REPORTS $2,401,768 NET

Emerson Radio & Phonograph Corp. and its wholly-owned subsidiaries this week reported a record net income of $2,401,768, or $3 a share for the fiscal year ended October 31.

This compared with net income of $2,263,024, the equivalent of $2.82 a share, for the previous year.

Consolidated net sales for the 1948 fiscal year totaled $30,926,842 against $32,658,122 the preceding year.

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MAX BALCOM, RMA PRES., JACK GOULD, EDITOR, SIZE UP TELEVISION

Television manufacturers see no near-future developments which will make receiving sets now in use obsolete, Max Balcom, President of the Radio Manufacturers' Association, and Vice-President of Sylvania Electric Products, Inc., said last Monday night on CBS-TV in a "People's Platform" discussion on "How Will Television Influence the American Home?"

Participating in the roundtable under the chairmanship of Quincy Howe, in addition to Mr. Balcom were:

James C. Hanrahan, Vice-President of Scripps Howard Radio, Inc., and General Manager of WEWS, Cleveland affiliate of the Columbia Television Network, and Jack Gould, radio and television editor of The New York Times.

Mr. Gould emphasized that responsibility for the development of television programming along the best possible lines rests equally on broadcasters and the public.

"Television right now is heavy on vaudeville and variety entertainment", he said. "The drama programs have made some brilliant offerings and there's good reason to hope that a greater diversification of programming is on the way. It's up to the public, however, to write and tell the broadcasters what they like and what they don't like. If that vacuum in the broadcasters' knowledge is filled by an articulate public, we won't have much trouble about programming."

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UN-AMERICAN ACTIVITIES PROBERS BAR RADIO, CAMERAMEN

Chairman John S. Wood announced Monday that the House Un-American Activities Committee in Washington had voted unanimously to bar radio recorders, newsreels, television and news photographers from future Committee hearings.

The action was taken at the Committee's first meeting since it was overhauled by Democratic Congressional leaders in an effort to spike widespread criticism that the group was more interested in publicity than investigations.

He declined to discuss the Committee's reasons for barring news photographers and picture-taking mediums. In the past, the committee sometimes was criticized for the "circus-like" atmosphere of its sessions.

Whenever important witnesses, such as Whittaker Chambers or Alger Hiss, were questioned, the Committee room invariably was jammed with newsreel cameras, photographers and wire recorders.

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CORNING GLASS CUTS PRICE OF TV TUBES 24%; NEW GE TUBE

The Corning Glass Works disclosed in New York last week it had begun mechanized production of fifteen and sixteen inch glass bulbs for television tubes and would cut prices 24 per cent.

William C. Decker, President, said economies from the new process would permit price reductions effective Feb. 1. The production of bulbs for smaller sized television tubes already had been mechanized.

The glass bulbs or blanks are used by cathode ray tube manufacturers to make viewing tubes for television sets. Because they represent only a portion of the total cost of a finished television viewing tube, the cost saving will be considerably less than 24 per cent.

The Corning development is regarded in the industry as the glass maker's answer to the mass-produced, metal-sided, sixteen-inch tube developed by RCA and others.

One industry source said the development probably would not have any immediate effect on prices of sets containing the fifteen and sixteen inch viewing tubes, which give pictures of 125 to 130 square inches in area. He said most 1949 prices on such sets were based either on use of the cheaper RCA metal tube, or to meet competition from sets using the metal tube, and that the Corning reduction had been discounted in advance.

The General Electric Company announced last week development of a picture tube designed to increase by 50 per cent the viewing area in low-priced television sets.

The tube has a diameter of eight and one-half inches. It easily handles 39 square inches of picture area, J. M. Lang, Manager of the G.E. Tube Division, said.

The seven-inch tube now used gives about 26 square inches of picture area.

Production is expected to get under way this year. Mr. Lang said the tube probably would cost no more than the seven-inch tube.

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AFL TO ENLARGE RADIO PROGRAM, PUBLISH MILLION-COPY PAPER

President William F. Green, of the American Federation of Labor, in convention at Miami, said Tuesady it was definitely decided to have the league publish a national weekly newspaper, aiming at an early circulation of one million and an eventual circulation of more than four million. The paper would keep a critical eye on the activities of Congress, and would seek to keep the AFL rank and file up to the minute on political events.

The newspaper will be started in Washington just as quickly as a staff can be organized and arrangements made for publication.

The radio program is still in the consideration stage, Mr. Green revealed. The program would be a five-nights-a-week news broadcast, jointly sponsored by AFL and Labor's League, covering all news developments, and giving labor's point of view on the major issues. A nationally prominent newscaster is being sought for the program.

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RADIO, CABLE RATE RISE AUTHORIZED FOR OVERSEAS COMMUNICATIONS

The Federal Communications Commission, after extensive hearings, last week authorized increased international communication rates to companies operating from the United States.

It is estimated that the new rates, effective not before February 2nd, will mean additional annual revenue of $2,542,000 on outbound traffic and $565,000 in inbound traffic.

The companies are RCA, Inc., Western Union Telegraph, Tropical Radio Telegraph, Globe Wireless, Ltd., All America Cables and Radio, Inc., Mackay Radio Telegraph, Commercial Cable, Commercial Cable Pacific, Press Wirless, Inc., U. S.-Liberia Radio, Cables and Wireless (W.I.), Ltd.

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WASHINGTON, D.C. BUSES TO INAUGURATE TRANSIT RADIO MONDAY

A select few District bus riders may travel to music next Monday. A Capital Transit Company spokesman said it is hoped to have five or six radio-equipped buses operating in northwest Washington, D. C. by that day.

The radios will pick up programs from WWDC-FM, Washington, and Ben Strouse, one of the owners of the station, has promised commercials will be "brief and conservative".

The first buses to be equipped will be in the transit company's western division. The company plans to equip all of its buses with radios, and then will begin installing them in street-cars.

The Washington, Marlboro and Annapolis bus line has had one radio-equipped bus in service for about a week, alternating it on three routes.

R. A. Chew, Traffic Manager of W. M. & A., said his company plans to have all 50 of its buses that are in regular service eventually equipped with radios.

Mr. Chew said he wished the public would realize that the radios are not costing the bus company any money, and in fact will profit from the plan. The cost of the radios and their installation are paid by the radio station.

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SCISSORS AND PASTE

Jack Benny's Debut As Film Producer Apparently Not So Hot
(B.C. in "New York Times")

It might be that Jack Benny's first fling as a producer of a film was embarked upon merely to provide him with another "turkey" about which to kid. That is the kindest explanation that we can remotely conceive for the incompetence of the efforts - a little dud called "The Lucky Stiff".

This fantastic hodgepodge of mumming, which came to the Globe on Saturday, is a painful attempt to draw laughter with an assortment of corpses and a fake ghost. The corpses are those of several characters who get killed in the course of a racket probe and the "ghost" is that of a night-club singer who has been supposedly executed for murdering a man. The idea is that the singer, actually innocent, is aiding the D.A. in smoking out the villains. Fancy that, if you can.

Obviously, Lewis R.Foster, who wrote the feeble script, and also endeavored to direct it, failed to fancy it himself. For his story is thoroughly helter-skelter, lacking spirit or fun, and it has no more pace or direction than a very poor amateur show. Caught in it and completely wasted are Brian Donlevy as a racket sleuth and Dorothy Lamour as the nightclub singer.

Mr. Benny will have to go some to laugh this off.

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TV To Provide 5,000 Hours Of Pix In Few Years, Paley Predicts
(Abel Green in "Variety")

Estimate by William S. Paley, Columbia Broadcasting System prexy, that video within a few years will provide a market for 5,000 hours of film annually is a source of both relief and perplexity to the picture industry. Five-thousand hours of film is a tremendous order when it is realized that Hollywood's current total output of features, westerns and shorts occupies something less than 650 hours of screen time.

Above all, even the most casual visitor to this capital of Celluloidia must realize that the potential inroad of TV is one of the principal problems bothering execs. There is apparent a great deal of confusion and consternation in the realization by studio toppers that they've got to get into the video act but they don't know exactly where. * * * *

That's why Paley's estimate of TV's whopping maw for pix is a relief. If tele actually proves to be that much of a market for films - and can pay for them - it will clearly leave plenty of place for the studios. As a matter of fact, of course, Hollywood's future would be assured.

On the other hand, the Paley estimate is likewise a reason for perplexity because studio toppers recognize their responsibility to theatre operators. They have no desire to risk exhibitor ire by turning the majority of their productive facilities or talents to a competing media. If their profits are to lie in films, they prefer to keep them there.

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Warns Release Of Theatre Films To TV Will Bring Legal Action
("Hollywood Reporter")

The Theatrical Owners Association this week-end warned producers and distributors that release of films made for theatres to television stations will be countered by "such action as is legally permissible." The directors of the exhibitor group resolved that release of theatrical film to TV is "a grave danger and injustice . . economically indefensible." It would lead to a decline in theatre rentals and an eventual loss of producer income, they said.

The group was told by FCC Chairman Wayne Coy there is no legal reason why a system of special TV programming solely for theatres cannot be worked out, with coaxial cable or relay in the UHF to carry the programs.

Producers were called upon to experiment with special trailers for local television showing, with exhibitors to rent the trailers and buy the tele time themselves.

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George Storer Tells How To Go Broke Running A Television Station

Hazards of operating a television station today were projected by Fort Industry prez Commander George B. Storer in operation of his WSPD-TV, Toledo, at the CBS tele clinic.

On the basis of eight hours of programming per day (including test pattern) for six days a week, Storer pays out a total of $15,233 in operating costs each month. His top month for billings in 1948 was December, when the station took in $10,739. And, the operating costs figure does not include such weighty capitalization factors as depreciation, taxes, reserve for new equipment, etc.

Speaking to delegates at clinic, Storer pointed out that the budget was based on monthly operating costs without network program source via the coaxial cable. Toledo, as part of the midwest network, is now linked to all four major webs and, since Jan. 12, WSPD -TV has been running network shows. Station's billings, consequently, are expected to show a hefty upswing for January and during the rest of this year.

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Radio's Yesterdays
("London Calling")

Marconi arrived in England early in 1896. By the August of 1898, his apparatus had so far been developed that he was able to place it at the disposal of the Royal Family. The Prince of Wales, aboard the Royal yacht "Osborne", had injured his knee; Queen Victoria, in residence at Osborne House on the Isle of Wight, was naturally perturbed, and desired day-to-day reports of her son's progress. But the yacht was at sea in Cowes Bay, and the only means of convenient communication was wireless. Marconi's help was sought; on August 3 telegraphic apparatus was installed on the yacht and in Ladywood Cottage, in the grounds of Osborne House, and for sixteen days the system established constant and uninterrupted communication, some 150 messages passing to and fro.

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TRADE NOTES

The Library of Congress on Tuesday opened a special exhibit devoted to Victor Herbert, famous composer, one of the founders of the American Society of Composers, who died in New York in 1924.

The display in the Library's main building includes nearly all of Herbert's 45 operettas, many autographs, letters, photographs and documents relating to his career. The collection, to be shown for one month, got its start in 1935 when Mrs. Ella Herbert Bartlett of New York, daughter of the composer, left with the Library a collection of her father's original manuscripts.

The Metropolitan Opera Association last week revealed that its total income for the 1947-48 season was $3,024,688.78 and its deficit amounted to $233,357.08.

Broadcasting of the operas brought in the substantial sum of $197,738.

World War II as seen through the eyes of Gen. Dwight D. Eisenhower in his book "Crusade in Europe" will be televised by the American Broadcasting Co. in 26 weekly half-hour installments in March, the network announced yesterday (Tuesday, Feb. 1)

Sparks-Withington Company and Subsidiaries - Six months to December 31: Net profit, $339,469, equal to 36 cents a common share, compared with $457,416, or 49 cents a share, in 1947 period.

Fleming Newbold, 75 years old, President of the Washington, D.C. Evening Star Newspaper Company, died early last Monday, after fifty-eight years of association with The Star.

In 1938 Mr. Newbold was elected a director of the M. A. Leese Radio Corporation, which later became the Evening Star Broadcasting Company, owner of radio station WMAL.

Bob Hope asked the FCC last Monday to defer for 60 days the hearing announced last week for Feb. 28 in Washington on his application to purchase WHAS, WHAS-FM and WHAS-TV, Louisville.

He asked also that the hearing be held in Louisville. Competing applications, all offering $1,925,000 for the properties, are on file from Victor Emanuel's Aviation Corporation and the Fort Industry company.

Mr. Hope said in Philadelphia last week he had no plans to shift from the NBC to another network.

"High Current Density Electron Beams" was the subject of a scientific paper delivered to a meeting of the American Physical Society, Division of Electron Physics, in New York last week by Dr. R. G. E. Hutter and Shirley W. Harrison of the Physics Laboratories of Sylvania Electric Products Inc., Bayside, New York.

The paper revealed the resolution of a new series of differential equations by Dr. Hutter and Mrs. Harrison for determining the theoretical maximum current which may be obtained from electron beams under varying conditions in vacuum.

Donn B. Tatum, Los Angeles attorney, has been named a member of the Board of Directors, General Counsel and Assistant Secretary of the Don Lee Broadcasting System, it was announced last Saturday by Lewis Allen Weiss, President of the 45-station regional web and Mutual Network Board Chairman.

In addition to his functions as General Counsel of the network, it is also planned to have Mr. Tatum assume some of the executive operational duties and responsibilities assisting Mr. Weiss and Willet H. Brown, Executive Vice-President.

The Federal Communications Commission is continuing to revise its commercial radio operator examinations to bring them into step with developments in radio theory and practices and with the Commission's Rules and Regulations. During this process, supplements to the "Study Guide and Reference Material for Commercial Radio Operator Examinations" are issued from time to time as changes or additions are made to the material used in the examinations. Supplements Nos. 1, 2 and 3 covering the radiotelephone examinations have been incorporated into the revised edition of the Study Guide dated July 1,1948.

Despite the printers' strike, in effect throughout 1948 and now in its 15th month, Chicago's four major newspapers carried 96,639,459 lines of advertising, daily and Sunday last year, a gain of 1,971,777, or 2.1% over 1947.

"Television will put radio in the old ladies' home but is no threat to newspapers", the 81st annual convention of the Michigan Press Association in Lansing, Mich., was told by Harry Bannister, General Manager of the Detroit News' stations.

More than 200 million radio receiving tubes were sold in 1948 by RMA member-companies, the Radio Manufacturers' Association revealed this week. Tube sales during last year totalled 204,720,378 an increase of more than five million over the 199,533,827 tubes sold in 1947.

Sales of receiving tubes in December also increased considerably over December 1947 but fell below the November 1948 sales, RMA said. December sales totalled 19,270,164 compared with 16,511,408 in December 1947 and 21,118,874 in November 1948.

Contents of Radio Age for January include Radio in 1948-1949, by Brig. General David Sarnoff; Changes in RCA Management; New Phonograph and Record; Television in Boston by Frank M. Folsom; Television Coverage Extended; Film Recording at "411"; RCA Frequency Bureau; Large-Screen Television, by Ralph V. Little, Jr. and Dr. Zworykin Receives Poor Richard Club Award.

A second printing of the National Association of Broadcasters' staff study, Television, forced by heavy and steady demand for the chapter-by-chapter publication, according to the Association.

The new re-printing of the study will include its introduction and the first three chapters, all the material thus far published, the NAB said.

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Robert D. Heinl, *Editor*

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No. 1861

February 9, 1949

DREW PEARSON HITS THE FRONT PAGE FOUR DIFFERENT WAYS

Drew Pearson has recently set a new mark for other radio commentators to shoot at.

(1) Through being the originator of the Friendship Train, he has again been brought into the international spotlight and honored as responsible for the French Merci (Gra titude) Train.

(2) By attacking Maj. Gen. Harry H. Vaughan, Military Aide to the President, for accepting a decoration from Argentina, whose President Peron was described by Mr. Pearson as an enemy and detractor of President Truman.

(3) By predicting last Sunday night over the ABC network that Wayne Coy, Chairman of the Federal Communications Commission, would resign from the Commission within the next 60 days.

(4) By making certain charges over the same network involving the Rev. Father Charles E. Coughlin, pastor of the Shrine of the Little Flower in Detroit, made famous through his radio sermons. These allegations were characterized by Father Coughlin as a "Pearsonian lie".

Mr. Pearson was one of the central figures in New York last week when a tremendous ovation such as only New York can give, was accorded the French Merci Train. Later he was presented with a certificate of distinguished citizenship by Mayor O'Dwyer.

Mr. Pearson was again a central figure when ten cars of the Merci Train rolled into the Capital last Sunday to receive a rousing welcome.

Vice-President Alben W. Barkley, addressing a crowd of 3,000, said that the train brought the heart of France to this country. Gathered from all parts of the French Republic, the gifts borne by the train constituted France's response to the American Friendship Train. Through this medium the French people received food, fuel and clothing valued at $40,000,000 last year.

"I do not know what the contents of these French box cars may be", Mr. Barkley said, "but I am told they contain beautiful and valuable gifts. What pleases me more is that these forty-nine cars bring us the heart of France. The French people and the American people understand each other and will stand with each other in the fight for liberty, justice and equality."

Senator Arthur H. Vandenberg, ranking Republican member of the Senate Committee on Foreign Relations, was introduced by Drew Pearson, Chairman, as "our most revered Senator."

"This is a significant and eloquent moment in the lives of our two nations", the Michigan Republican said. "It shows that we

have hearts, as well as hands, across the sea. This is not government speaking to government in the calculated language of diplomacy, but countryside speaking to countryside in terms of the values that have bound France and America together for the last 200 years. The Friendship Train went from the hearthstones of America to the hearthstones of France. The same concept of affection and friendship has inspired the French gratitude train. Amid the world clamorings of strife, fear and hatred this moment marks the way of line commended by the Prince of Peace."

Henri Bonnet, French Ambassador, told the crowd that the "Merci Train" expressed the gratitude of millions of French people who for years had turned toward the United States. Thanks to American aid, he declared that France could win the hard struggle for postwar recovery. Andre Picard, originator of the French train, read a greeting from Eduard Herriot, former Premier of France, Louis Cast, President of the French National Federation of Railroad War Veterans, explained that the gifts ranged from a small doll contributed by a French orphan to very precious items.

With eight jet-propelled airplanes roaring overhead in aerial salute, Senator Tom Connally, Chairman of the Senate Committee on Foreign Relations, cut a ribbon to open one of the gift cars. As a token, a small painting was then delivered to Salvind O Olson, Chairman of the National Capital Merci Train Committee. Forty-eight similar cars are en route to the forty-eight State Capitals. Both the French and American National anthems were played by the Metropolitan Police Band. Ambassador Bonnet gave a dinner, for the French Committee with the train, in the French Embassy Sunday night.

The afternoon welcome was preceded by an impressive ceremony Sunday morning in Arlington National Cemetery, where four French war veterans delivered an eternal flame which had been lighted at the tomb of the French Unknown Soldier in Paris on January 22nd.

Mr. Pearson played even a more spectacular part in his further needling of General Vaughan, which to the apparent delight of many in all branches of the Armed Forces, he has been doing for some time. Not content with denouncing the General for his evident disloyalty to President Truman in accepting Argentina's highest military decoration, the Order of the Liberator San Martin, Mr. Pearson announced he was going to stand outside the Argentine Embassy in Washington to note for future reference, notables attending the lavish function in connection with the bestowal of the medal upon General Vaughan by the Argentine Ambassador. Mr. Pearson did just this and it is believed his presence discouraged attendance at the function. The only person the commentator mentioned as having been present was Lieut. Gen. Hoyt Vandenberg, Chief of the Air Force, remarking, "and he entered through the back door".

In predicting that Chairman Coy of the FCC would leave the Government service within 60 days, Mr. Pearson did not specify what position, if any, the former had in mind. He remarked "Coy is another good man lost to the Government." It has been reported on several occasions previously that Mr. Coy was quitting and that in one instance the President personally had persuaded him to stay.

Up to this writing, with one exception, little if anything has been printed or broadcast about the charges made by Commentator Pearson against Father Coughlin. The exception was the Detroit Free Press of Tuesday, February 1, which devoted practically its entire front page to the accusations, with a caustic denial by Father Coughlin, as well as denials by other parties said to have been concerned. The Free Press states the case reportedly will be presented to the Detroit Federal Grand Jury this month.

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PRESIDENT TRUMAN WOWS THEM AT RADIO CORRESPONDENTS' DINNER

President Truman, off the record, gave the Radio Correspondents' Association at their dinner in Washington last Saturday night, a sample of one of his fighting campaign speeches and they ate it up.

"It gave us an idea of how he appealed directly to the people of the country. No oratory but natural, human, and man to man. I never heard a better talk in my life", said one of the broadcasters who attended the dinner. Others spoke of it with much the same enthusiasm, particularly the humorous jibes at the radio commentators who guessed wrong on his election.

At noon on Friday the day before the dinner, following their usual custom in connection with the Radio Correspondents' gatherings, the Board of Directors of the Mutual Broadcasting System called at the White House to pay their respects to the President. The group was headed by Lewis Allen Weiss, President of Don Lee of Los Angeles, and Chairman of MBS.

Approximately 700 persons attended the Radio Correspondents' Dinner in the Presidential Room at the Statler. As a token of their esteem for the President, association members presented him with a reproduction of the table on which the two Bibles used in his swearing-in ceremonies January 20 were placed. The Capitol table has been used by most Presidents since Lincoln.

The President also received a film copy of the television recording of his inauguration. Albert L. Warner, of MBS, President of the Radio Correspondents' Association, made both presentations.

The distinguished gathering included Vice President Barkley, Chief Justice Vinson, Speaker of the House Rayburn, President Pro Tem of the Senate McKellar, Justices Reed, Douglas, Black and Rutledge, Secretary of the Treasury Snyder, Secretary of Defense Forrestal, Attorney General Clark, Postmaster General Donaldson, Secretary of Interior Krug, Secretary of Agriculture Brannan, Secretary of Commerce Sawyer, Secretary of Navy Sullivan, Secretary of Air Force Symington; Gen. Bradley, Army Chief of Staff; Gen. Hoyt Vandenberg, Chief of Staff of the Air Force; Senate Majority Leader Lucas and Senator Taft, Republican, of Ohio.

Among the entertainers were Nadine Conner, opera singer; Janet Blair, movie actress and singer; Borrah Minnevitch and his

Harmonica Rascals and Comedian Sid Caesar. Jack Carter of Washington was master of ceremonies.

The United States Marine Band conducted by Maj. William F. Santelmann provided music during dinner.

The talent was arranged through Mutual, American Broadcasting Co., Columbia Broadcasting System, DuMont Television Network and National Broadcasting Co. Francis W. Tully, Jr., of the Yankee Network was Chairman of the Dinner Committee.

The dinner was preceded by a reception given by the combined radio and television networks.

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CONGRESSIONAL RADIO, TV NEWS BAN CALLED "DISCRIMINATION"

The restriction of radio and television coverage of sessions of the House Committee on Un-American Activities is "discrimination against some forms of reporting the news", Committee Chairman Wood has been advised in a letter from A. D. Willard, Jr., Executive Vice President of the National Association of Broadcasters.

Mr. Willard's letter to Representative John S. Wood, asked that the Committee's ban be "at least reconsidered", and that radio and television men be allowed to explain "how much it means to their audiences to keep them informed" of the Committee's work.

Following is the complete text of Mr. Willard's letter:

"It is with very real concern and deep regret that I note the decision of the Committee on Un-American Activities against radio broadcasting of Committee sessions, along with other forms of reporting these matters of vital interest to the people of America.

"It seems to me, in a very disturbing sense,a kind of discrimination against some forms of reporting the news. Television, tape recording, and instantaneous broadcast of such sessions, are new forms of journalism. To take a single example, tape recording is now used as were words in quotation marks in an older era of news reporting. The radio reporter, telling the story of an important hearing, can now drop into his dramatic narrative the very words of the man quoted, in his own voice. Television is no less graphic, to say the least.

"Closed sessions are one thing; no newsman can rightly object to a fully closed meeting. But a session closed only against <u>some forms</u> of reporting is one which discriminates.

"I am sure, as are the American broadcasters for whom I speak, that your Committee's decision is so sweeping as to deprive the American people of a great deal of truly priceless information. I urge, therefore, that it be at least reconsidered, and the representatives of radio and television be allowed to tell you how much it means to their audiences to keep them informed of the major work being done by your committee.

"Broadcasting, in all its forms, would be the last to advocate infringement on any individual's fundamental rights. Radio, in its own struggle to maintain freedom of speech without abridgement, is only too conscious of the fundamental rights. But it is difficult to see how faithful, factual, verbatim reporting of such important sessions can invade or threaten the rights of any witness or committee member, whether this reporting be done by direct radio broadcast, by radio newsmen, or by television.

"Freedom of information, I am sure you will agree, becomes a meaningless phrase if the materials of this information are denied to the professional radio men who would disseminate it to their audiences.

"I hope that you will seriously reconsider the prohibition laid against all these forms of reporting."

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"TV SERVICING LIKE TURNING FROM BIKES TO AUTOS", BALCOM, RMA

Max Balcom, President of the Radio Manufacturers' Association, which is one of the sponsors of Town Meetings of Radio Technicians, carried the word last Wednesday night to Atlanta, now going through its first phase of television development. This was the fourth of such meetings in an effort to lend a hand to the serviceman who is making the transition from radio to television.

"The radio-television industry produced more than 975,000 TV sets in 1948, bringing the postwar total output to well over one million", Mr. Balcom declared. "It expects to manufacture and sell more than 2,000,000 television receivers in 1949. Future years will see the annual production rate continue rising until television becomes as standard in the American home as radio is today.

"All of us in the radio industry - and that includes you who are providing the highly essential servicing of the sets we manufactures make - are on the threshold of one of the greatest and most rapid industrial developments in American history. The total income from television within a few years probably will dwarf that from radio in its most prosperous years. Already it is accounting for at least half of many set manufacturers' revenue.

"The two million television sets we expect to produce in 1949 may not seem like much in comparison with about 16 million radios manufactured in 1948. In units, that is true; but in dollars it presents an entirely different picture.

"Television receivers sell today from $100 to more than $4,000. The average retail price is between $350 and $400 - a price equal to the more expensive radio phonograph console. As a matter of interest, manufacturers' sales of television receivers in November, 1948, represented only 10.4 percent of the total set production for that month but 45.9 percent of the set manufacturers' dollar volume.

"What does this mean to the radio technician? It means that he will be working on a much more costly product than he has been in the radio field where the average service job, probably, was done on a table model which sold anywhere from $10 to $35. It's like turning from repairing bicycles to servicing automobiles.

"Another thing for the serviceman to bear in mind is that with the two million TV sets that the industry plans to produce in 1949 will go $100 million or more in installation and the first year's servicing charges. Moreover, this figure will grow yearly with the increasing tempo of TV set production."

"The servicing of home receivers, particularly the new TV sets, is rapidly becoming a big business, and it will require well trained technicians who are familiar with the instrument they are servicing and the most modern techniques for detecting and correcting any trouble that may develop."

Mr. Balcom continued:

"Perhaps I have placed too much emphasis on television tonight. I have done so because television is the newest and the most exciting addition to the receiver line. I do not mean to imply, however, that radio receivers are passing out of the picture. On the contrary radio set production undoubtedly will continue well ahead of television for several years to come, and I do not believe that television will ever supplant radio. There is room for both services.

"For one thing, don't forget there are approximately 75 million radio receivers in this country, some 2,000 AM stations, and more than 700 FM stations. Neither the public nor the station owners are going to scrap such an investment in a hurry, regardless of the attraction of television. Sales of automobile radios and portables, moreover, are the greatest in the industry's history and are likely to remain at a high level for some time.

"FM broadcasting and the proportion of radios with FM reception facilities are growing steadily. An FM-AM set, while not as complex as a TV receiver, is a much more complicated instrument than the AM radio and requires greater skill to service.

"In addition, privately-owned radio communications systems are becoming more and more numerous. The number of 'land transportation' radio transmitting stations, according to the Federal Communications Commission, has almost doubled in the past year and numbered over 3,500 on January 1, this year. And this station count does not represent the number of communications receivers used in conjunction with these transmitters. For instance, 65 taxis equipped with radio communication receivers may operate under one station authorization."

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DESPITE YOWLS, TEST SHOWS CAPITAL FAVORS TRANSIT RADIO 9-1

This is the big day they are going to try out transit radio in the buses of Washington, D. C. (Wednesday, February 9). Although test runs have shown that the public favored the innovation, according to the Capital Transit Company, quite a few advance protests have been registered. These are mostly in the form of letters to the editors of the local newspapers.

Among those received by the Washington Post are the following:

"If any store I now patronize begins to use transit radio, I'm going in and tell them why they have just lost our family of 10 as customers. When a product is advertised on transit radio, I'll buy some other brand - and I'll tell the dealer why the transit-advertised brand is off my shopping list.

"If the advertisers are allowed to know that transit advertising is regarded as an annoyance by the riders, I believe the whole nuisance could be stopped."

(Signed) Helen D. Rice

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"The Capital Transit Co. again proposes to inflict its riders with radio loudspeakers on buses and streetcars. The small comfort of having our commuting hours to study or read, or merely think, will now be denied. Let us vigorously protest this outrageous intrusion of booming advertising dinning at our ears, added to the noisy confusion of traffic, as we travel to work and back.

"There have been unprecedented numbers of accidents in the past year involving public vehicles in the District of Columbia. Adding more noise to the motorman's problem can only result in further diversion of his interest from driving. Many commuters employ these precious hours to study. Must our rights be trampled in the greedy rush for more advertising media?"

(Signed) Ione Conway

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"Before this thing is done, and it is not too late, I believe a group of some citizens, or some club, should start suit in court the moment the first radio appears, alleging a breach of the public peace.

"There are still many street car and bus companies in the United States, where the fare is less than 10 cents, and it irks me considerably to have to pay 13 cents here, and be worried by the thought of having to listen to radio noise in addition."

(Signed) William E. Dixon

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"If the District government permits the Capital Transit Co. to turn streetcars and buses into traveling juke boxes, violating every principle of human consideration, the company should be required to take out amusement licenses for each of its vehicles, and to pay amusement taxes, like any other juke-joint proprietor.

"Streetcar and bus patrons who pay for transportation are entitled to ride in peace and quiet and to be protected by their governing agencies from arbitrary invasion of their rights and privileges. If local authorities are not prepared to safeguard such rights, injunction proceedings may be the only alternative."

(Signed) Claude N. Palmer

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"Whether or not the majority of bus and car riders like radios is beside the point. I do not know whether they want it or not, but even if they do, the majority has no right to force radio on the minority, since no fundamental right of the majority is involved."

(Signed) R. A. Seelig.

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"Assuming some of the music will be from the eighteenth century, the era of elegance, a gentleman will sometimes have the opportunity to rise, bow low and offer his seat to a lady to the appropriate strains of Mozart or Handel.

"This item is for the unreconstructed rebels and rugged individualists who resent progress, no matter how much it does for them. Just consider how good it will feel, after enduring the discomfort of listening to what you don't want to listen to, for anywhere from 10 to 60 minutes, or finally disembarking!

(Signed) David Freilicoff.

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The National Gateway Citizens Association in a resolution urged the Capital Transit Company not to pursue its bus-radio program. The group met last Monday at the Church of Christ, 28th and Douglas Streets, N.E., Washington.

This favorable letter appeared in the Washington Times-Herald:

"Let me add my penny's worth in regard to music in street cars and buses. I think a majority of the people are in favor of it, but do not have time to write letters to the transit company or newspapers. I would rather listen to music than listen to some one in the next seat criticize his neighbors. Let's have music wherever we go."

(Signed) "Street Car Rider"

Capital Transit hopes to have 10 radio-equipped buses in operation by midweek. The mobile carriers of melody will be split evenly, at the beginning, between Northwest and Northeast Washington.

At some future date it is envisioned that all 1900 of the company's buses and streecars in regular use will be radio-equipped.

To see how the people were taking it, Charles F. Davis,Jr. a Washington Post reporter, made a trip on a W. M. & A. suburban line bus near Washington which has been equipped with radio for about two weeks. The ride was to Seat Pleasant, Maryland, and back, about 90 minutes.

"The passengers make no expressive show of emotion as they enter the bus and hear music for the first time on a public conveyance", Mr. Davis wrote. "They don't clap their hands in gless nor do they show annoyance. They simply accept it.

"Someone must be carrying a portable radio", declares one gray-haired woman as she boards the bus with a companion.

"Perry F. Scott, 77, of Spaulding Avenue, Dupont Heights, Md., climbs aboard, spies an official of the bus company whom he knows and says:

"'This will make you forget your troubles. I listen to the radio quite a bit at home. I like all the programs - even the commercials.'

"But Scott, who is in the general merchandise business and who has been riding the bus line for more than 20 years, decides that music is best for the bus radio.

"And Mrs. Dorothy Hall, a housewife, of 6414 B St., N.E., Washington, D. C., likes the radio too.

"'I like to listen to the music when I'm not talking', she says. She likes the 'soap operas' but doesn't think they would do for buses because 'you might have to get off in the middle.' She suggests 'some hill-billy music twice a week.'

"'It's cheerful', says Mrs. Mary Rogers, a housewife, of 2125 - 32nd Place, S.E., 'and it makes the ride seem shorter.'

"But she hopes they never carry the 'soap operas'. She hates 'em.

"It was the first ride on a radio bus for Mrs. James Hall, a housewife, of 233 Pennsylvania Ave., S.E., Washington, D. C., and her initial reaction was that she was 'a little bit surprised' but liked it.

"The only critical note is sounded by Mrs. Charles Nelson, a housewife, of 6508 Central Ave., Maryland Heights, Md.

"'It sounds very natural', she says. 'I always have the radio on at hom. But I like to hear the news reports and they're not loud enough. Just loud enough to tempt you.'"

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G.E. INTRODUCES NEW TELEVISION-RADIO-PHONO FOR $695

General Electric is shipping a new television-radio-phonograph console (Model 820) which will list in the east for $695. Features of this entertainment console include a 12-1/2 inch aluminized picture tube, automatic phonograph for long-playing and standard records played from a single tone arm with detachable heads, and FM and AM radio.

The aluminized television tube produces an image said to be about 80 per cent brighter than that appearing on conventional picture tubes under the same conditions.

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BOB TAPLINGER,PUBLICITY ACE,SEEKS NEW FIELDS TO CONQUER

Formation of a national organization for public relations to be known as Robert S. Taplinger and Assoc. was announced last week by Robert S. Taplinger. The company is being established in New York, Chicago and Los Angeles. It is representing top national accounts in both industrial and entertainment fields.

The organization last week opened its West Coast headquarters located temporarily at 9507 Santa Monica Blvd., Beverly Hills, until Spring when the firm's permanent offices will be completed.

Mr. Taplinger is currently in his Chicago office for a week's stay and then will go on to New York to set up the organization in that city. Subsequently he plans to divide his time between the three cities.

Mr. Taplinger had offices in these cities until 1937 when he was shifted to Hollywood by Warner Brothers to head its publicity department. Previously he was publicity manager for the Columbia Broadcasting System in New York.

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HOPE'S MONTH TRIP GROSSES NEARLY $600,000

The Bob Hope troupe returns to Los Angeles for its regular broadcast, after a tour of 33 cities in as many days grossing between $550,000 and $600,000, according to estimates of the Hollywood Reporter. Hope also performed at six matinees and countless benefit shows for the March of Dimes and Heart Associations.

The tour broke all previous Hope records, and is probably an all-time high for show business. Playing arenas, football stadiums, fight palaces as well as theatres, the show had a top as high as $6.10 and $5.20 and played to some 300,000 people. They grossed $27,000 in Miami, $32,000 in Boston, $33,000 in St. Louis and $26,000 in Kansas City. The average for the last two weeks was $140,000 per week. Hope used a Mainliner United Airlines DC-6 for the tour, one which was named in his honor, Mainliner Bob Hope. He does a final show and broadcast preview in Oakland tonight and returns tomorrow after laying over in San Francisco.

Beginning on January 5th right after his broadcast and three days after the troupe returned from Germany, Hope and company played Texas, Louisiana, Mississippi, Tennessee, Alabama, Georgia, Florida, Kentucky, Pennsylvania Massachusetts, Ohio, Minnesota, Missouri, Oklahoma, and returned via Texas and California. Hope broadcast from Houston, Atlanta, Pittsburgh and Kansas City, Mo.

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PROPOSED LABOR ACT AMENDMENTS UNFAIR TO LABOR, NAB CHARGES

Proposed amendments to the Fair Labor Standards Act are not equally fair to radio, which has problems involving talent and creative effort not shared by manufacturing and similar fields, a representative of the National Association of Broadcasters told the House Education and Labor Committee Tuesday.

Richard P. Doherty, NAB Employee-Employer Relations Department Director, in a statement submitted to the Wage and Hour Sub-Committee of the House group, recommended changes that would:

...eliminate the basing of overtime payments on regular salries plus talent fees;
...clarify the meaning of "regular rate of pay" by excluding premium pay;
...allow child actors and performers to be exempted from the child labor sections of the Act;
...and provide for approval of guaranteed annual employment plans by the Wage and Hour Administrator in the absence of a collective bargaining agreement.

Mr. Doherty's statement pointed out that the bill under consideration specifically provides for employment of minors under properly regulated conditions in motion pictures and theaters, as well as in newspaper-delivery work.

"However", it added, "Section 13(d) does not grant to children the same opportunities in radio and television. This is obviously an oversight. Talented youngsters have always derived genuine employment benefits and opportunities from the field of radio broadcasting. Television is now rapidly expanding as a potentially important medium for even greater opportunities for such youngsters."

Turning to overtime pay regulations, Mr. Doherty asserted that prevailing regulations are unfair in requiring that overtime be paid on average hourly earnings as computed by adding all talent fees received by an employee to the regular weekly salary.

"Because the rate at which talent fees are characteristically paid averages three to five times (sometimes much higher) the regular hourly rate of pay", he said, "prevailing regulations are harmful to both the employee and employer. Faced with excessively high overtime obligations (based on talent fees plus regular weekly salary) employers are reluctant to assign announcers to additional fee programs if the time involved results in work beyond 40 hours a week."

The NAB statement also asked that extra compensation or premium pay, as determined by the Administrator, be excluded from pay used as a base for figuring overtime pay.

Mr. Doherty pointed out that radio broadcasting is "typically characteristic" of industries in which lump sum payments are made for certain types of work performed outside normal weekly work periods, or on normal days off. He suggested that the term "premium

pay", added to the already-covered term, "premium rates of pay", would clarify the bill's overtime provisions in this field.

"Radio broadcast stations and networks", he said, "broadcast seven days a week although the typical prevailing employee workweek is five days per week of 40 hours, or six days per week. Consequently, unlike many manufacturing plants, mercantile establishments, etc., all station employees do not have the same assigned work schedule."

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HOLLYWOOD-RADIO-VISION SCHOOL DOES SOME EXPLAINING TO FTC

Universal Radio-Vision Training Corp., 1025 North Highland Ave., Hollywood, and its officers have filed an answer with the Federal Trade Commission denying charges of misrepresenting a home study course in electronics, radio and television.

Charging violation of the Federal Trade Commission Act, the complaint alleged that the respondents "are making numerous false, deceptive and misleading statements and representations" with respect to the advantages and benefits to be derived from their course of instruction.

Except for admitting dissemination of some of the challenged advertising, the respondents limited their answer to a denial of the material allegations of the complaint. They requested permission, however, to file an amended and amplified answer.

Hearings will be held in due course.

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NEW 26 POUND 7-INCH TUBE $149.50 PORTABLE TELEVISION SET

A seven-inch direct view tube portable television with a built-in antenna to retail at $149.95 was introduced in New York Tuesday by Tele-tone Radio Corporation. The set is said to be the only portable on the market with a built-in antenna and is priced $50 below other 7-inch portables, according to S. W. Gross, President.

The receiver weighs only twenty-six pounds, making it the lightest portable in production, Mr. Gross added. The company also introduced a ten-inch direct view tube table model to list for $219.95. A sixty-three square inch picture is provided by using a round screen. The set is the lowest priced ten-inch tube unit with a sixty-three square inch picture and undersells nearly all ten-inch tube models, Mr. Gross declared.

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::: SCISSORS AND PASTE :::

"Better Than Being There", Wolters Sees Inaugural From Chi

(Larry Wolters, Radio & Television Editor, "Chicago Tribune")

Some reflections on the telecast of the inauguration of President Truman and the parade:

More persons witnessed the events of the day through TV, than saw all the previous inaugurals from Washington through Roosevelt. One commentator estimated the number of TV viewers at 20 million, approximately the same size of the radio audience that tuned in the first broadcast inaugural - that of Calvin Coolidge.

The video audience, however, got a much better understanding of the inaugural than that first radio audience did some 20 years ago. The televiewers saw history in the making; the radio audience merely heard it described by eyewitnesses.

To anyone acquainted at all in Washington television gave a sense of real participation -- of being there. In fact, it was better than being there because of the many points of camera pickup.

The gathering of the crowd in the stands was full of interest. Now and then viewers were able to identify notables in the crowd before the commentators spotted them. Our viewing circle spotted Gen. Eisenhower in an open car before the announcers identified him.

The ceremony of the inaugural itself was transmitted in all its detail. Televiewers could see better than anyone except the closest of the audience in the stands.

As always in a special event of this nature there were distractions. In the background behind the principal actors were many poker faced individuals. A few smiled but many others appeared frozen. And perhaps they actually were.

Usually it is women's hats that hold the center of interest. On this occasion it was those of the man - silk toppers in great profusion, some with light bands; homburgs, soft felt, the vizored gear of the military and the plumed pieces of the diplomats. Amidst this welter of male headgear the women didn't have a chance.

Some of the most interesting shots were those of President Truman and Vice President Barkley in the reviewing stand. These showed them in informal moods, apparently totally unaware of the cameras. At least they betrayed no traces of any self consciousness.

In the reviewing stand Mrs. Truman's face was often obscured by the American flag.

The outstanding scene stealer was the Dalmatian dog attached to the Los Angeles county sheriff's posse as they marched in the parade. At a command from his master he sat up or rolled over again and again.

Everything considered television on inauguration did its most impressive job to date. It brought millions of persons a chance to see history in the making.

The thousands of children and teachers who witnessed the telecast as well as the millions in other walks of life must have been impressed with the educational potential of this new medium.

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No Transcontinental TV Net Planned Yet, Says A. T. & T.
("Hollywood Reporter")

There are no plans at present for a transcontinental television network, officials of the A. T. & T. stated in New York in an interview with the Reporter. The four TV networks, queried by the telephone company as to their cable requirements for transmission to the Coast, have failed to reply up to this time. The Bell System is ready to develop Coast-to-Coast network facilities depending on the needs of the video industry but will call for considerable advance notice - up to two years - to complete the work.

As an example, the phone company required 15 to 18 months' notice to complete a 250-mile length between St. Louis and Memphis. More than two years were consumed in constructing the 800-mile cable linking New York and Chicago, it was pointed out, despite utilization of some existing long-distance phone facilities.

Work will be started this year, however, on a regional coaxial cable to provide TV service between San Francisco and Los Angeles. The phone company will also install in 1949 an extra channel between New York and Washington, another between Milwaukee and Madison, and by June, two additional Westbound channels to Chicago will supplement the current link now used in either direction.

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Survey Says Four Networks Gave Away $4,297,557

A total of $4,297,557 in prizes was distributed on programs on the four major radio networks in 1948, the Billboard said last weeks.

The trade publication said that total was arrived at in a survey of 54 give-away programs. Sam Chase, writer of the article, described the survey as "a most conservative estimate based on real, rather than quoted values."

The Billboard gave this breakdown of 1948 give-aways by networks: Mutual, $1,430,372; CBS, $1,371,695; ABC, $1,021,290 and NBC, $474,200.

Could Frank Buy It?
("Washington Post")

During the General Motors preview show Frank Stanton, President of the Columbia Broadcasting System, and Niles Trammell, President of the National Broadcasting Company, admired an expensive car.

"Plan on buying it, Frank?" asked Trammell.

Stanton replied: "If I do, I'll have to sell Jack Benny first."

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TRADE NOTES

Metropolitan Washington now has 34,200 television sets installed and operating, it was announced on February 1, 1949, by the Washington Television Circulation Committee.

The Committee derives its estimates from monthly television set sales figures furnished by the Washington Electric Institute to which are added the number of sets and kits sold by dealers and distributors who are not Electric Institute members.

These figures are cross checked by comparison with quarterly sales reports issued by the Radio Manufacturers' Association and by frequent cross-section polling of the metropolitan area to determine the percentage of Washington families owning sets. These cross-sections of the population are selected by the area sampling method. The Committee's reports include only television sets which are actually installed and operating.

The U. S. Junior Chamber of Commerce, The National Association of Broadcasters, and The Radio Manufacturers' Association will give a luncheon honoring four national winners of the "Voice of Democracy" contest Wednesday, February 23rd, at the Hotel Statler.

Mrs. Mary McLeod Bethune, President of the National Council of Negro Women, has withdrawn her sponsorship from a Civil Rights rally scheduled for Washington this week.

Sponsors for the rally include Henry A. Wallace and Mrs. Virginia Durr, wife of ex-FCC Commissioner Durr. Mrs. Durr was the unsuccessful Progressive Party candidate for Senator from Virginia in November. Other sponsors listed are Representatives Adam Clayton Powell and Vito Marcantonio of New York, singer Paul Robeson and music critic Deems Taylor.

R. S. Yeandle, General Electric television engineer will leave this country on February 10th for a six-week tour of South America, to encourage the adoption of U. S. television standards in Latin American countries.

Action by State Motor Vehicle Departments prohibiting television in motor vehicles because of its hazard to driving safety was recommended last week by the American Optometric Association.

"Inasmuch as vision is a primary requirement of safe driving, anything which distracts the attention of the driver is a potential cause of death and accidents", said Dr. John B. O'Shea, president. "Television in view of the driver would be a distraction which should be prohibited. It could become one of the most serious driving hazards in the history of automobiles."

Dr. O'Shea said that television for occupants of the rear seat of an automobile might provide an interesting diversion for passengers, and should not be prohibited, but television in the front seat could probably not be controlled without prohibitive action by the several States.

Dan Regan, former newspaperman, has been appointed to the public relations staff of the Television Broadcasters' Association, Inc., Will Baltin, Secretary-Treasurer, has announced.

Prior to World War II, Mr. Regan had worked in the newsroom of the American Broadcasting Company and NBC in Washington, D. C. He had also been on the staff of the United Press and Transradio Press Service before going into service. Following the war he spent two years in Europe as Berlin Bureau Chief of the Stars & Stripes magazine, "Week-end", and also as Director of Public Relations for the American Red Cross in Italy.

The Senate District Committee Tuesday unanimously approved the bill of Chairman J. Howard McGrath (D) of Rhode Island, to let Washington, D. C. have daylight saving time every Summer. Mr. McGrath said he would ask Senate approval of the measure at the first opportunity.

The bill would authorize the District Commissioners to put daylight saving time into effect each year from the last Sunday of April to the last Sunday of September.

The licensing justices in Liverpool, England, decided Tuesday that the corner pub must remain British. That means no juke boxes, the United Press reports.

Mrs. E. M. Jones, pub licensee, wanted to introduce one, and explained at length what it is. The box she wanted to install had to be converted to British peculiarities. It had to be adjusted to take three British pennies instead of one nickel.

"Too loud", said the police.

The licensing justices pondered and said no juke boxes.

Dr. William Littell Everitt, head of the University of Illinois Department of Electrical Engineering, will be the principal speaker at this year's National Association of Broadcasters' Engineering Conference at Chicago, April 6-9.

During the late war, Dr. Everitt was Director of the Operational Research Staff, Office of the Chief Signal Officer, U. S. Army. He was given the Exceptionally Meritorious Civilian Award for this and other wartime engineering work.

Since the adoption of the revised Part 2 of the Federal Communications Commission Rules and Regulations, "Rules Governing Frequency Allocations and Radio Treaty Matters", numerous inquiries concerning the new system of call signs, as well as the new service classifications and terminologies, have been received at the Commission which issued a public notice, to inform all concerned as to the procedure to be followed in making the changeover required by the new rules in compliance with agreements reached at the International Telecommunication and Radio Conferences, Atlantic City, 1947. It states:

Radio stations classified in Part 2 as broadcasting stations (except auxiliaries) are not involved except as to matters of terminology used in authorizations. Amateur stations, coast stations (except for coastal telephone stations in the territory of Alaska), and ship stations (already changed over) will likewise be affected only as to matters of terminology in their licenses.

Policies in assigning calls to broadcasting stations will be those heretofore in effect.

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Radio — Television — FM — Communications

2400 California Street, N. W. Washington 8, D. C.

Robert D. Heinl, *Editor*

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No. 1862

February 16, 1949

OWN VOICE MAY DOOM AXIS SALLY; RADIO RECORDINGS TRAP HER

Add to radio's wartime accomplishments the unprecedented use to which it has been put in the trial for treason of Mildred Elizabeth Gillars, 48 years old, born in Portland, Maine, who was better known as "Axis Sally". Little did Miss Gillars suspect that sitting quietly in what appeared to be a modest home in Silver Hill, Maryland, almost in the shadow of Washington, was a group of Federal Communications Commission monitors, not only listening to everything she said but transcribing it for future reference. If the government had anticipated just such a trial as is now being given to "Axis Sally" it could not have prepared for it better. There were something like 30 of these deadly recordings made, the first of which so affected "Axis Sally" that when she heard her own voice played back for the first time, she fainted.

It would seem that hearing a defendant actually say what she was charged with saying would be sufficient evidence. However, treason trials are different - the hardest kind in the world in which to convict, due to the fact that in treason two witnesses to each "overt act" are required. Thus far the required number has testified to 3 of the 10 acts charged to Miss Gillars. However, the radio angle is so new in a court of law it is still a question of how important a part as really hearing the defendant's broadcasts may play. It is one of the first trials in this country where those in the court room have been equipped with headphones and regardless of the legal standing of the recordings, the effect upon the listeners as well as the prisoner hearing the rebroadcasts, has at times been almost startling.

Radio likewise came into the case when prospective jurors were asked, among other questions:

"Do any of you listen to the broadcasts of Walter Winchell?" At this eight arose. Another question was, "Do any of you listen to Drew Pearson?" Mr. Pearson's percentage was slightly higher as 13 arose. Still another question was "Have any of you listened to the German or Shortwave radio during the war?" Nobody stood up at this.

Specifically, Miss Gillars is charged with broadcasting a propaganda line under the name of "Midge at the Mike", calculated to make Americans, especially soldiers, feel that the war was a conspiracy against the best interests of the United States at a time when a deadly struggle with the Axis was in progress.

Miss Gillars caused some excitement last week by suing Austine Cassini, a newspaper columnist, now Mrs. William Randolph Hearst, Jr. for $100,000. Mrs. Hearst charged, among other things, that Miss Gillars was allowed to go to restaurants outside of the District Jail for her meals. Miss Gillars retorted that evidently the newspaper people didn't know she had permission to do this.

In one of the records intercepted by FCC monitors in 1933 and 1934, the feminine voice beamed at our troops on the battlefront in Germany said:

"I wonder if she isn't running around with '4-Fs' back home . . ." and "they'll (United States troops) just get kind of woozy and would like to throw down those little old guns and toddle off home. Well, it would be the right thing for them to do after all, because they're certainly not making any headway in the sector right now . . ."

And the Voice, as reproduced, told an anxious American mother that her son's leg had been amputated and "how little did she ever dream that she'd be asked to sacrifice him for Roosevelt and his Jewish cohorts . . ."

That "Axis Sally" posed as a Red Cross worker in soliciting interviews with wounded American soldiers for broadcast over the Nazi propaganda radio, was testified by Gilbert Hansford, 27 year old veteran, of the 29th Division, now living in Cincinnati.

A Government witness, Hans von Richter, himself a former German radio official and former Nazi, identified the voice of the woman on the broadcast as the voice of Miss Gillars.

Von Richter told the jury he remembered the broadcast in which Miss Gillars, dubbed "Axis Sally" by American GI's, allegedly beamed Nazi propaganda to United States troops overseas and to American homes.

"What was the purpose of the broadcasts?" asked John M. Kelley, Jr., chief prosecutor.

In clipped, Prussian accents, Von Richter replied: "To make the people of the United States not to follow the policies of the (Roosevelt) administration and their war effort."

Ulrich Haupt, a German actor, who said he was born in Chicago, identified the voice of Evelyn as Miss Gillars' on 38 occasions, while he said he could not identify it 34 other times.

A general example of the broadcasts follow:

(Music "Pack Up Your Troubles in the Old Kit Bag")
"Hello Gang: This is Midge, calling the American Expedionary Forces with their 'Home Sweet Home' program."

"Well, kids, you know I'd like to say to you 'Pack Up Your Troubles in Your Old Kit Bag', but I know that that little old kit bag is much too small to hold all the trouble you kids have got. But maybe for the next half hour we've got some music that will help you forget them a little bit . . ."
(There followed a short interval of dance music.)
The Voice continued: ". . . I think now it's Jack's turn. He's got the moments for you, blue moments that would only disappear if you could have honey around. Well, maybe you'll be lucky enough one day. You never can tell."
(There followed a song "Blue Moments" with a crooner emphasizing the theme "If you're loving someone else. . .")

Then the Voice again: "Well I'm afraid she'll never surrender 'till you kids surrender. Well, how about it? It's not a bad idea really. After all, you're fighting - it's a tough fight, but there's no getting the Germans down. You've been trying for a long, long time now and you remember what was told to you before you went to Africa; that it would be a walkaway for you boys. Well, was it. Doesn't look that way . . . forces . . . better hold tight...

(Playing of song "Hold Tight")

The Voice: "Gee, I'm afraid, Dick (Dick had been introduced as the band leader) you'll be giving them . . . some very bad ideas. They'll just get all kind of woozy and would like to throw down those little old guns and toddle off home. Well, that would be the right thing for them to do after all because they're certainly not making any headway in the sector right now . . . Gee, I'd never have a war if I could do anything to prevent it and I think most women are like that.

"Well, maybe not Dorothy Thompson (newspaper columnist). I seem to remember she once said: 'I'd willingly sacrifice a million American boys on foreign battlefields." Well, Miss Thompson, if you should be listening in tonight, well, I think you, or your ilk at least, have accomplished that little feat, haven't you? And the good work is still going on."

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FCC OFFERS U.S. PROPOSAL FOR INTER-AMERICAN RADIO CONFAB

The United States has announced the date of convening at Washington, D. C. of the Fourth Inter-American Radio (FIAR) Conference to be Friday, April 1, with the provision that aeronautical radio experts of the respective delegations will meet at Washington on Tuesday, March 15, 1949, to commence work on the American Regional Plan for aeronautical mobile frequencies.

The official statement reads:

"It is customary for the Commission to ascertain the views of the public generally and to advise the Department of State with respect to frequency allocation matters such as those expected to be discussed at the forthcoming FIAR Conference.

"Attention is invited to the fact that a proposal pertinent to the revision of the Santiago (1940) allocations deals exclusively with the service-allocation of radio frequencies to services and classes of stations and does not indicate the assignment of particular frequencies to particular stations. The allocations in this proposal are those contained in the Atlantic City table of frequency allocations, or are proposals made pursuant to the Atlantic City allocations. The Atlantic City table of frequency allocations below 27.5 Mc is not now in force. It is recognized that certain stations will be out-of-band when that table becomes effective. However, before that time station assignment lists consistent with the Atlantic City allocation table must be compiled. Before final action on such lists is taken by the Commission, all interested parties will be afforded opportunity to study and comment upon proposed lists."

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CAPITAL RADIO MUSIC BUSES INCREASED; TIME 35% SOLD

More than 100 Capital Transit Company buses in Washington, D. C., will be equipped with radio receivers by April 1st. Original plans called for operation of only 20 radio-equipped buses for a period of 90 days, but initial advertiser and listener reaction has been so favorable WWDC-FM and Capital Transit Company decided to speed up installation.

More than 500 vehicles will be equipped by the end of the year and, during 1949, it is planned to install receivers in all Capital Transit buses and street cars.

WWDC-FM went on the air to the buses last Thursday with more than 35 per cent of the available time sold.

"Most people seemed to like the music they heard - waltzes and other selections of the 'dinner music' type - commented audibly on the timely announcements, about the weather, and did not wince visibly at the brief commercials", the Washington Post observed the day the radio bus music started.

"Some looked surprised when they stepped into the wired-for sound buses and looked around for the loudspeakers, six in number, which carry the programs.

"'I thought somebody had a portable radio when I got on', said Miss Maxine Wade, 22, a teletype operator, who lives at 2015 Kalorama Road, N.W. "Anyway, I think it's really nice.'

"Though the first day of the "radio runs" were on five Northeast and five Northwest buses, "they're already making requests for music", said Harry R. Stiffler, bus driver on the route from 13th St. and Pennsylvania Avenue, N.W., to Chevy Chase.

"One enthusiast, Mrs. Lillie Belle Meal of 5461 Central Ave., S.E., a practical nurse, who was crocheting to a waltz at the time, said sitting in a bus now is 'just like sitting at home.'

"Mrs. George D. Drechsler, a housewife, and her mother, Mrs. M. C. Johnson, both of 7420 Lynnhurst St., Chevy Chase, said the programs were 'lovely', and did not bother them at all while they were talking.

"Radio-equipped buses can be spotted by their antennas, on the front part of the roof, explained Harold Nichols, Capital Transit inspector.

"'Then if you like them, you can get on', he said.

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FCC OKAYS TRANSFER OF UNIT WTOP

The Federal Communications Commission last week granted final authorization to The Washington Post to acquire a 55 per cent interest in WTOP from the Columbia Broadcasting System.

The FCC first approved the transfer on October 20, 1948, but added the stipulation that The Washington Post divest itself of WINX before taking over WTOP.

The Washington Post subsequently arranged to sell WINX to William Banks, Philadelphia broadcaster, for $130,000. By FCC rules, this proposed sale must be advertised for 60 days before it is eligible for final approval, to give other interests a chance to match the bid.

Last week's amendment of the October 20 ruling permits The Washington Post to take over immediate control of the District's only 50,000 watt station. CBS will retain a 45 per cent interest, and the station will continue to carry that network's programs, as well as local originations. The newspaper is ordered to complete its sale of WINX by August 1, or surrender its license.

Officials of The Washington Post and CBS stated that details of the transfer of WTOP would be completed within one week, and that the station will thereafter be operated by a corporation to be known as WTOP, Inc. The new company will purchase WINX-FM, and use it as a frequency modulation outlet for WTOP programs.

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STUDENT "VOICE OF DEMOCRACY WINNERS" WILL MEET PRESIDENT

An appointment with President Truman and a luncheon at which Attorney General Tom C. Clark will present four scholarships are features of a week which will begin for the four young winners of the nationwide "Voice of Democracy" contest next Sunday, Feb. 20, in Washington, D. C.

The four young men, high school students who won the contest over 250,000 other students by writing and voicing the best five-minute broadcast scripts on the subject, "I Speak for Democracy", are being brought to Washington by the sponsors of the competition, the U. S. Junior Chamber of Commerce, the National Association of Broadcasters and the Radio Manufacturers' Association.

The winners are Richard Caves, Everett, Ohio; Charles Kuralt, of Charlotte, N. C.; George Morgan, Jr., Hutchinson, Kans.; and Kerron Johnson, St. Paul, Minn. They will be accompanied to Washington by Mrs. W. H. Kuralt, mother of Charles; Mrs. Verna Caves, mother of Richard; Francis Campion, teacher and coach of Kerron Johnson; and George Morgan, Sr., father of George.

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GENERAL SENATE PROBE WORRIES FCC INDUSTRY; FEAR PADDLING

Apparently a full scale Senate investigation is just ahead not only for the Federal Communications Commission but for the broadcasting industry itself. This became apparent when shortly after Senators E. W. McFarland (D), of Arizona, and C. W. Tobey (R), of New Hampshire, in what seemed to be a non-political move, introduced a resolution to continue the communications probe launched in the 80th Congress, which resolution had been favorably acted upon. The measure (S. Res. 63) was ordered favorably reported by the Interstate and Foreign Commerce Committee last Wednesday.

The 1948 Communications Study by a subcommittee of the Senate Commerce Committee, composed of Senators McFarland and Tobey served as the basis of a recent report endorsing the FCC's "Blue Book" on programming, and urging a breakdown of the clears and a power ceiling of 50 kw.

Authorization for $15,000 for expenses incidental to the investigation and powers of subpoena were asked in the 1949 McFarland-Tobey resolution.

The resolution called for "a full and complete study and investigation" of all radio telegraph and telephone communications, both domestic and international. Probers would be authorized to examine their relations to national security and international treaties and to make legislative recommendations on the basis of their findings.

Language of the resolution bore a very close resemblance to the resolution which authorized the 1948 study of communications.

Licensing practices and allocations of the FCC would be examined.

It was pointed out that the study would help Congress determine what policies the law-making body should develop on allocations due to "problems arising from unprecedented demands for frequencies."

Commenting upon the situation, a prominent man in the communications industry said:

"The fact that this resolution was sponsored by McFarland, a Democrat, and Tobey, a Republican, and unquestionably endorsed by Senator Johnson (D), of Colorado, Chairman of the Interstate and Foreign Commerce Committee, makes it pretty evident that it is no longer a party measure. It is a major 'look-see' behind the scenes and much of interest will be revealed - maybe some of it sensational perhaps reflecting upon past officials of the FCC and bringing them back into the picture under charges."

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GENE BUCK PRESENTS FAMOUS ASCAP SONGSTERS TO ALFALFA CLUB

Each year the well known Alfalfa Club of Washington, which has just celebrated its 38th birthday, nominates its own presidential candidate. Not so long ago it was Senator Alben W. Barkley, who some day may really be president. Another good candidate would be Gene Buck, former President of the American Society of Composers, who for many years has supplied de luxe talent for the Alfalfa gatherings.

Last Saturday's gala affair was no exception. Under the direction of Mr. Buck, popular songs of the past fifty years were sung and played by their own authors in a program presented by ASCAP.

"Sweet Adeline" was sung by Harry Armstrong, who wrote it fifty years ago. He told the Alfalfa guests his song could be sung as a solo, duet, trio or quartet, standing up or falling down.

"Underneath the Bamboo Tree" and "My Castle on the Nile" were sung and played by J. Rosamond Johnson, survivor of the famous composer team.

"The Memphis Blues" and the "St. Louis Blues" were presented by 75-year-old William Christopher Handy. He played "St. Louis Blues" on his muted cornet.

Fred Ahlert, President of ASCAP, played and sang his hits: "When the Blue of the Night Meets the Gold of the Day", "I'll Get By", and others.

In addition to authors and composers of old-time favorites were some of the newest members of the society: Herbert Shriner, CBS comedian; Sid Stone, pitch man on the Milton Berle show and the De Lovely Sisters quartet.

The Alfalfa Club holds a dinner each year to celebrate the virtues of the plant which goes the furthest for moisture. Its membership has included presidents, vice presidents, cabinet members and other distinguished persons.

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CBS GETS McCARTHY, SIXTH "NAME" PROGRAM

The Columbia Broadcasting System acquired its sixth new "name" program last week - the Edgar Bergen-Charlies McCarthy show.

Bergen will move to CBS next Fall. The program will be heard Sunday from 8 to 8:30 P.M. (EST).

Bergen's switch from NBC to CBS followed those of "Amos 'n' Andy", Jack Benny, Red Skelton and Ozzie and Harriet Nelson. Bing Crosby is switching to CBS from the American Broadcasting Co. next Fall.

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I.T.& T. CONFIRMS FARNSWORTH DEAL; EYE REPORTED ON OTHERS

International Telephone and Telegraph Corporation and Farnsworth Television and Radio Corporation have confirmed the fact that an agreement in principle had been reached for the acquisition by I. T. & T. of the Farnsworth Company on the basis of one share of I. T. & T. stock for each twelve shares of the 1,680,568 shares of Farnsworth stock outstanding.

"It is expected that this will take the form of a sale of all the assets of Farnsworth subject to its stated liabilities", the statement continues. "Pending consummation of the sale, I. T. & T. will make a $1,000,000 secured advance to Farnsworth to enable that company to pay certain of its obligations and to replenish its working capital. The agreement of sale will be subject to the approval by vote of the holders of a majority of the outstanding stock of Farnsworth, to certain other conditions and to approval of counsel for the respective parties as to legal matters."

In announcing this entry of I. T. & T. into the television receiver field, it was stated that if the sale is consummated, the I. T. & T. expects to continue manufacturing operations at Fort Wayne and the national Capehart Distributor and Dealer organizations which have been built up over many years.

Sources close to I. T. & T., according to the New York Times, said that this first venture into the field of manufacture of television receivers would soon be followed by others, with mention made of Raytheon Manufacturing Company, the Admiral Corporation, and Emerson Radio and Phonograph Corporation.

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COY, FCC, STANTON, CBS, STOCKTON, AC&W, WHITE HOUSE CALLERS

President Truman had several visitors last week connected with the radio and communication industries.

First there was Wayne Coy, FCC Chairman, and later Frank Stanton, President of the Columbia Broadcasting System. One guess was that the President was trying to persuade Chairman Coy to remain on the Commission, and another that Coy was discussing the proposed Senate investigation continuance as it might affect the FCC.

Mr. Stanton was supposed to have called on Mr. Truman to give Chairman Coy a boost and to express the hope that he remain.

The third visitor was Kenneth Stockton, President of the American Cables & Wireless Co. He was accompanied by Ex-Senator Burton K. Wheeler, of Montana, Washington counsel for I. T. & T.

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PAUL PORTER RAPS FEDERAL LOYALTY CHECK

Paul Porter, ex-Chairman of the Federal Communications Commission, now in law practice, came into the news two ways this week (a) by denouncing the Federal Service loyalty check, and (b) by being engaged by the Western Union to assist in the fight on the 25% excise tax on telegrams.

Addressing the National Citizens Conference on Civil Liberties, Mr. Porter declared that the Government loyalty program should be abolished.

He predicted that this program "would in the end leave the Federal service merely a haven for mediocrity and those without ideas."

"Let's face it frontally, and not accept an area of compromise on an issue that does not admit of compromise", he said.

He advocated that the question of security be turned over to the heads of agencies, and that the heads of the so-called "sensitive" agencies receive broad powers to dismiss.

Mr. Porter made many charges against the Government's system of investigating the associations of employees suspected of having or informed upon as having, or having had. Communistic connections. He said that capable people had declined Federal service because of this program. Its origin, he charged, was political - an action that was intended "to say in an election year that the executive would do a better job of witch-hunting than Congress."

"It was destined not to succeed", he added. "No one has a right to Federal employment but Federal employees have a right to be citizens, without thought control and the poking of fingers into people's minds and beliefs and pasts. The past as a criterion for the future is in itself an un-American concept.

"Very alarming is the chain reaction which has been set up in the Federal employment system. One investigation leads to another. Individuals who have served the Government with the ability and distinction are on the list of those derogatory to serve with.

"Guilt by association is in itself a complete violation of the American concept. The sooner the 'loyalty apparatus' is dismantled, the sooner it is turned over to those who have professional experience, the sooner we will have a Federal service free of malice, suspicion, gossip and innuendo."

He termed the entire operation of the loyalty program "a competition between bureaucrats and politicians as to who can find the most Communists", and said he had never known a case in which there had been an overt act, such as must be proved in the case of treason, yet he held that disloyalty was almost as damning a charge as treason so far as the individual's place in the community was concerned.

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TAFT PLAYS SECOND FIDDLE TO GENE AUTRY

Even Senator Bob Taft, of Ohio, once headed for the Republican presidential nomination, got a laugh out of this one.

As told by Claude Mahoney, ace Washington CBS Washington news commentator, who hails from Indiana, the Senator's adjoining State, while Mr. Taft was appearing on the "People's Program" at Station WTOP in the Capital, Gene Autry, super-duper radio cowboy was rehearsing in a nearby studio.

Some bobby-sox fans had seeped into the building seeking Mr. Autry's autograph. When Senator Taft came out, they pounced on him asking if the Senator had seen Autry. When informed that he had not, one of the bobbies asked:

"Were you on the radio?"

"Yes", the distinguished statesman replied, with modesty of course.

Whereupon the bobby-soxer followed with:

"What do you do - sing?

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SOUTH DAKOTA PRESS AIDS BROADCASTERS IN RADIO LIBEL LAW

An amended radio bill is expected to pass the South Dakota Legislature - minus a section relieving broadcasters of liability for defamation in political campaign speeches.

South Dakota newspapermen were successful in their determined fight against the objectionable section, which was deleted after a public hearing in which the press attacked it. A compromise was agreed upon.

As it now stands, the bill provides that radio owners or operators will not be liable for damages for defamatory statements by radio or video unless it can be proved they didn't exercise due care.

Two other sections of the bill were deleted - one in the committee, and one - the political defamation section - on the floor of the Senate.

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A new music service from WIBW-FM is being piped into the Capper Publications Building, 9 A.M. to 7 P.M. daily.

Both the broadcasting station and the company are headed by Ex-Senator Arthur Capper of Kansas.

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TWENTY MORE DEATHS IN ECUADOR "MARS RAIDERS"; ANOTHER HOAX HERE

According to the latest reports from Ecuador, salvage crews combing the ruins of the riot-wrecked El Comercio "Radio Quito" building uncovered 20 charred bodies, and it was feared that the death toll would mount as the search progressed.

Police announced they had arrested 15 persons.

The bodies were those of victims of Saturday night's rioting, touched off by a local copy of Orson Welles' famous "Men from Mars" broadcast.

The radio dramatization of H. G. Wells' "War of the Worlds" caused widespread panic in the Quito area and when it was revealed as a hoax, furious Ecuadoreans stormed and burned the building housing the radio station and publishing facilities for two newspapers.

This is how the show was staged over Radio Quito:

The usual musical program was interrupted by an announcer saying, "Here is an urgent piece of late news."

This was followed by a vivid description of an invasion by an enemy that approached Quito in the shape of a cloud after destroying the neighboring town of Latacunga, twenty miles to the south.

Then the announcer said:

"The air base of Mariscal Sucre has been taken by the enemy and it is being destroyed. There are many dead and wounded. It is about to be wiped out."

The voice personifying the Government Minister asked the citizens to be calm "in order to be able to organize the defense and evacuation of the city."

At this point the "Mayor" arrived. He said: "People of Quito, let us defend our city. Our women and children must go out into the surrounding heights to leave the men free for action and combat."

The voice of a priest begging for divine mercy in the catastrophe was heard.

A recording of the church bells of Quito sounding an alarm was played. The announcer said that from microphones set up in the tower of La Previsora, tallest building in Quito, he could see a monster approaching from the north engulfed in fire and smoke.

That was the high point of the broadcast. People began fleeing from their homes and running through the streets. Many were clad only in night clothing.

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PHYSICAL EDUCATORS ADVISED TO USE TELEVISION, NOT FIGHT IT

Characterizing this country as a "Sit Down" America, Dean Kenneth Bartlett of Syracuse University, got out of the usual convention groove by admonishing the delegates of the New York State Association for Health:

"You people have never had so much competition as you have today, for you want people to do things, but they just want to sit and watch a television screen.

"This city's first television station started operating only recently, but, already, children are putting their sleds away early to see television shows.

"Instead of trying to fight the new medium, however, educators should try to make use of it for it offers them unparalleled opportunities.

"There is bound to be a popularization of many non-spectator sports", he held. "Among these will probably be lacrosse, soccer, high school baseball, certain types of gymnastics. These are going to receive more attention in the future. This can help you sell your program if you will take advantage of it."

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FMA TO HOLD TIME SALES CLINIC IN NEW YORK APRIL 1

The FM Association announced last week that plans are under way for an "FM Times Sales Clinic" to be held in New York City, Friday, April 1, 1949.

William E. Ware, FMA president, said the chief objective of the clinic "is to fill in some of the blanks in current thinking and appreciation of FM coverage and of its effectiveness as a sales-producing medium."

Radio time buyers, advertising agency representatives, advertising managers and others interested in FM will be invited to attend the time sales clinic.

In announcing the clinic, Mr. Ware said "in the absence of measurements report of the Hooper and BMB type on listenership and coverage patterns for FM, we feel there is widespread lack of understanding and perspective on the present status of FM."

Mr. Ware pointed to the fact that there was a 35 percent increase in FM set production in 1948, contrasted with a decline in AM set production.

"We don't happen to believe", Mr. Ware concluded, "that anything as modern as FM radio or as reliable as the human ear is going to become obsolete, even if people's eyes do become distended while watching for the promises of television."

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SCISSORS AND PASTE

Police Use Radar Speed Trap; Most Everybody Pleads Guilty
("New York Times")

Speeders in this village (Garden City, Long Island) have been reacting quite differently for the last year when told to "pull over". But then again, they are being detected quite differently - by radar.

Thus, instead of being pursued, they drive right into the law's' hands. A policeman steps out in front of them and motions them aside.

Some motorists are so defiant as to say, "How do you know I was speeding?"

That's the $64 question so far as Patrolman Arthur Fredericks of this village is concerned. He's the motorcycle policeman who has been assigned to radar duty. Anticipating it, he replies, blandly: "We clocked you."

"How could you clock me when you were standing here ahead of me?"

"Radar!"

The motorist is completely surprised. Some still don't believe and ask to be shown proof.

Patrolman Fredericks then takes them back some 200 feet to a car parked at the side of the road and facing in the same direction in which the violator had been driving. The motorist, if he hadn't been speeding, perhaps would have noticed its trunk compartment half open and would have thought the driver was getting ready to fix a flat.

The trunk compartment contains radar equipment, and the hatch is left half open to permit the apparatus to function. The equipment picks up the suspected car 175 feet away and keeps it in the radar path until the approaching car is abreast of the parked car.

Inside this ordinary patrol car sits a policeman watching a radar-actuated pen record the speed of the approaching car on graph paper.

When the graph "peaks" to forty miles an hour or more, the policeman radio-telephones to another patrol car 200 feet ahead, giving the license number of the violator.

Several hundred warnings and about twenty summonses have been issued thus far as a result of radar detection. All those who have been summoned to court have pleaded guilty.

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"Movies Which Can't Lick TV, Must Join It", Samuel Goldwyn

In five to ten years one segment of the motion picture industry will be producing feature pictures for exhibition in theatres while another equally large section will be producing them for showing in homes via television, Samuel Goldwyn predicts in an article "Hollywood in the Television Age", published in yesterday(s (February 13) New York Times magazine. Movies, which cannot lick video, must join it, and the combination should result in mutual profit and greater entertainment for the public, he opines.

Phonevision may w ell be the key to full participation by the motion picture industry in video, according to Mr. Goldwyn. This device has the greatest potentialities for financial returns made for television, he says. However, he notes that while Phonevision seems ready for commercial adaptation today it will be many years before production of features for TV becomes practical because of the huge investment required and the need for reasonable assurance of cost recovery.

Convinced that television will cause Hollywood to achieve new heights, Goldwyn declares that the industry must turn out better pictures than the present average. He names "Joan of Arc", "The Snake Pit", "Portrait of Jennie", "Johnny Belinda", "The Search", and "Miss Tatlock's Millions" as proof that Hollywood has great creative capacities and cites them as the type of films which will have to be the norm in the future.

Features made primarily for television will differ chiefly in technique variation, as Mr. Goldwyn sees the future. There will be a greater emphasis on story values, a return to a lustier, broader type of acting, pacing will be more rapid and running time will be limited to an hour.

"The range of possibilities which television opens to motion picture producers is almost limitless", Mr. Goldwyn says, "for every television owner becomes just as much a boxoffice prospect inside his home as outside it."

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Harry Broadcasts Rival's Fire But Tells Him First

(Leonard Lyons in "Washington Post")

Capt. Harry Butcher, who was General Eisenhower's naval aide at the time Ed Kennedy, the Associated Press correspondent, was ousted for breaking the armistice story prematurely, now owns a radio station in Santa Barbara, Calif.

His rivalry with Kennedy still exists, for Kennedy is managing editor of a newspaper in Santa Barbara - a paper which owns the competing radio station.

Butcher, staring out of his office window, suddenly saw a cloud of smoke curling from the roof of the rival's building. He stifled the temptation to let it burn, telephoned Ed Kennedy about the fire, and then broadcast a description of the blaze, over his own radio station.

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Pollsters Claim Election Miscue Didn't Hurt Them

Speakers at the Iowa State University Conference on opinion research, Dr. George H. Gallup and Archibald M. Crossley said their miss on the November election had not affected their business. Dr. Gallup said that only "a handful" of newspapers had cancelled contracts and that they were renewing rapidly. He said he had at least two newspaper clients since the election.

Mr. Crossley reported new marketing research clients since Nov. 2. He said he was not planning any more political polls at this time.

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::: TRADE NOTES :::

The Army has developed a portable teletypewriter so light that one man can carry it on a parachute jump. The new teletypewriter weighs only 45 pounds, will operate on both wire and radio circuits and is waterproof.

The Mutual Broadcasting System announced on Tuesday that it would try to bar all "professional" quiz program contestants. The network said there are more than 400 of these "regular" contestants who "are not interested in the educational and entertainment value of quiz shows but only have a desire to win valuable prizes."

A new glass for television picture tubes containing no lead, thereby reducing the weight of the bulb more than 15 per cent, has been developed by Corning Glass Works, William C. Decker, president, said last week. Full-scale production will begin immediately to allow extensive manufacturing and service tests. As the new glass contains no lead, the bulbs will be less costly to produce, as well as lighter.

Washington's newest television station, WOIC, will enter daytime programming with a special feature to be carried during the 1:00 to 2:00 P.M. period daily, starting Monday, February 21.

RCA has a new universal transmitter control console, capable of providing centralized control of all mixing and primary switching operations for AM, FM, and television transmitters.

RCA' s new model BTC-1A console, already in use by several of the nation's latest broadcasting stations, introduces a unique "block type" construction, styled and finished to match RCA's TF, FM and AM transmitters and auxiliary equipment. Up to nine different types of "blocks" or sections may be selected and bolted together in various combinations to form a console capable of satisfying the requirements of one or more transmitters of any type.

Station WNHC-TV, New Haven, Conn., has signed an interconnected television affiliation contract with the National Broadcasting Company. This addition increases the number of stations receiving NBC network telecasts "live" to 16.

Philco, as a manufacturer, will continue to give servicemen all possible help in the form of technical training, information and field engineering but will not usurp the serviceman's job, declared James M. Skinner, Jr., Vice President - Service and Parts, Philco Corporation, at a luncheon given last Sunday by the Federation of Radio Servicemen's Association of Pennsylvania.

"We are trying to help the 30,000 members of Philco Service to build their business", Mr. Skinner said, "and we have full confidence that the servicemen of America are capable of installing and taking care of our products, whether radio, television, refrigerators, freezers or air conditioners. We don't think that Philco belongs in the service business, just as we don't have company-owned retail stores."

The National Broadcasting Company last week filed with the Federal Communications Commission an application for an experimental ultra-high frequency television station which will be erected in the vicinity of Bridgeport, Connecticut.

The application was made for the purpose of continuing the ultra-high frequency television experiments which were conducted in Washington during the last six months on NBC's Washington station, WNBW. During that experiment WNBW operated simultaneously on Channel 4, 67 mc. and on 504 mc.

The Connecticut s tation, if approved by the FCC, will operate at 529 mc. with an output of 1,000 watts power. Antenna gain will bring the effective radiated power up to between 15,000 and 20,000 watts.

A radio teletype circuit, designed to eliminate service interruption when ice and storms fell telegraph poles, went into operation recently, with Niagara Falls as an experimental junction.

The system linking the Evening Review in Niagara Falls, Ontario, with the Canadian Press Building in Toronto, is the first such circuit installed for commercial use by the Canadian Pacific Telegraph Company.

In the Canadian Press Building in Toronto, news stories are typed by operators on teletype keyboards and sent by wires to a "hub" in Toronto. From the "hub" the current is fed into a carrier channel which transforms the signals into an audio frequency.

This audio frequency goes to a transmitter atop the Royal York Hotel which beams waves across Lake Ontario on the 160-megacycle radio band to a station in Merritton. From Meritton the impulses are relayed by wire to the Canadian Pacific office in Niagara Falls, Onc., thence to the Evening Review office.

Members of the Television Advisory Committee of Holland recently paid a two-day visit to Britain to study BBC television. They were entertained at Broadcasting House, London, and at the BBC's television headquarters at the Alexandra Palace. The visitors included Dr. A. W. Schade van Westrum, representing the Netherlands Board of Education; Mr. R. Uges, representative of the Cinema Association, Holland, Mr. K. van Dijk, Director of the Netherlands Christian Broadcast Corporation, Hilversum; Dr. J.M.A. van Rooy, Burgomaster of Etten-Leur, representing the Board of Radio Affairs; Mr. E. J. Verschueren, Director of Multifilm, Ltd., Haarlem, and the secretary of the committee, Miss Verschoor.

During their visit the committee were able to watch television programs in rehearsal and transmission in the studios and study British methods of television production. They also inspected the engineering departments and scenery workshops.

In a "Fourth Estate" cartoon, Trent, the artist, shows a speaker welcoming guests at a State Press Association luncheon, and one guest saying to another:

"Any minute now, he'll get off his crack about radio advertising - 'Advertising should be seen and not heard.'"

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Radio — Television — FM — Communications

2400 California Street, N. W. Washington 8, D. C.

Robert D. Heinl, *Editor*

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February 23, 1949

RADIO HANDOUTS RATED LOW IN PRESS MATERIAL EVALUATION

Radio program news sent to the press has been given a very low classification in a survey made by the Journalism Department of the University of Miami.

Seventeen institutions which supply publicity were rated by editors on the basis of how often their releases are acceptable for print. A value of 3 was given for "nearly always acceptable". Detailed questionnaires were sent to the city editors of 182 dailies with circulations of 50,000 or more. Sixty-one replied.

Chambers of Commerce handouts - the most highly commended - were the first on the list. The free material sent to the newspapers by radio stations and networks stood 15th on a list of 17. The comparative ratings follow:

Institutions	Average
Chambers of Commerce	2.25
Fraternal & social groups	2.21
Professional associations (doctors, teachers, dentists, lawyers, etc.)	2.15
Special events (fairs, festivals, etc.)	2.03
Educational institutions	2.01
Labor organizations	1.84
Armed forces	1.84
Political groups	1.72
Public utility firms	1.65
Legitimate theaters	1.61
Federal Government agencies	1.42
Public relations agencies	1.35
Trade associations (textile, steel, oil, railroads, NAM)	1.35
Industrial and manufacturing concerns	1.32
Radio stations and chains	1.30
Motion picture industry	1.17
Night clubs	.82

Top-ranking supplies of publicity are non-profit institutions Commercial enterprises, usually good advertisers, rate lowest, James L. Julian, Assistant Professor of Journalism, University of Miami, comments.

City editors say they receive enough unsolicited publicity handouts to fill more than half the space of their daily papers, Mr. Julian continues. However, receipt of this material does not lessen the work of their staffs, because most of the handouts are not worth printing.

Although less than 6% of this unsolicited material is usable, the majority of city editors do not want it to stop coming to their offices. Most say that handouts often suggest tips for stories to be developed with local angles by their staffs. That's why 78% prefer to have unsolicited stories continue coming to their desks.

Respondents claim they receive 10 to 500 handouts daily, the average being 77 stories.

One-third of the editors use 2% or less of the handouts. Only 7% use more than 10% of the releases.

Newsmen were asked to give the most common reasons for rejecting handouts - assuming that they had space to print them. Their replies, in order of frequency, are: limited local interest - 58; no reader interest at all - 53; story poorly written - 16; reasons of policy - 12; disguised advertising - 9; material obviously faked - 6; apparent inaccuracy in story - 5; release duplicated - 2; and material stretched too thin - 2.

Respondents claim that the above faults are found in from 25 to 99.9% of all handouts. Average of estimates is 82.4%.

What is a city editor's reaction to receiving a publicity story which accompanies an order for ad space? Here are their replies, in order of frequency: reject it unless it's news - 19; business and editorial offices separate - 9; seldom or never happens - 8; carries no weight - 4; advertising is not news - 3; resentment - 3; into wastebasket - 3; reader space not for sale - 1; gives appearance of pressure - 1; omit unless directly ordered to carry it - 1; the b-----s! - 1; bad - 1; will use reluctantly - 1; grrrrr! - 1; not handled this way - 1.

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RMA "SPRING CONFERENCE" SCHEDULED MARCH 15 AT CHICAGO

The annual "Spring Conference" of the Radio Manufacturers' Association will be held on March 15-17 at Chicago, and industry leaders will discuss a number of problems and proposals resulting from the rapid expansion in the fields of television and changing radio market conditions.

President Max F. Balcom will conduct a meeting of the RMA Board of Directors on Thursday, March 17, to pass upon varied proposals of RMA divisions and committees.

Continuation of the RMA "Radio-in-Every-Room" campaign and plans for N ational Radio Week in 1949 will be considered by the RMA Advertising Committee on Tuesday, March 15.

Television service problems will be discussed by the RMA Service Committee also on Tuesday, and the RMA Parts Division will organize a new Antenna Section to act on this phase of TV reception.

Set manufacturers will consider a number of proposals involving television, including expansion of RMA's statistical service on Wednesday, March 16. On the same day the Executive Committee and Section Chairmen of the Parts Division and the Executive Committee of the Amplifier & Sound Equipment Division will meet.

Plans for RMA's "Silver Anniversary" convention, scheduled for May 16-19 at Chicago will be acted upon by the Convention Committees.

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WASHINGTON, D. C. TRANSIT RADIO PLEASES SOME; GRIPES OTHERS

It is still too early to reach a definite conclusion about the radio music recently installed on Washington, D. C. buses. The Capital Transit Company and Station WWDC report that the innovation has been so favorably received that the number of buses so equipped have been tripled and that about half of the advertising time available has been sold.

Bus riders have been heard from in letters to editors of local newspapers and their reactions vary. The following is a cross-section of those received by the Washington Post;

"I'm taking this opportunity to say how very much I like the music on the buses. The other day I was fortunate enough to board a bus so equipped and feel I must express my pleasure."
- Mrs. J. F. Waple

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"The other day I rode on one of the new radio-equipped buses for the very first time. The music is really very nice - not too hot and not too, too sweet - just relaxing and pleasant to hear. If it was the commercials that worried people, now they will have to admit - commercials couldn't be taken in an easier form - very short and not too frequent."
Silver Spring, Md. - E. Gilleran

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"The complaint of Mr. G. A. Sullivan, Jr. in the Post relative to transit radio last Sunday was quite justified.

"The present hours of special programming of news and soft music for transit radio are from 7 A.M. to 7 P.M., Monday through Friday, and from 7 A.M. to 3 P.M. on Saturdays.

"Due to mechanical failure, two bus receivers have remained on past normal hours, one during the evening and one last Sunday. This failure has been corrected and both the Capital Transit Co. and ourselves have taken steps to prevent a recurrence.

"The programs which were inadvertently carried on these receivers were not designed for bus listening and, while they had entertainment value for the home listener, could on occasion be irritating to a bus rider. Certainly the 'One O'Clock Jump', to which Mr. Sullivan particularly refers, is not the type of music planned for transit riders. We are very sorry that Mr. Sullivan was unduly annoyed."
- Ben Strouse, General Manager,
WWDC-FM, Washington

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"During the battle of the installment of the transit radios, I waited. I read the pros and cons. The other morning I rode downtown to work, on a bus with this contraption installed. I can't speak for the other passengers, but I certainly will speak for myself.

"Under normal circumstances the sound of this jazzed-up trash gives me violent indigestion. But so early in the morning - ugh - I came to the office with a violently turning stomach, and swimming head. I couldn't concentrate on the paper.

"I don't think that any fairly well-educated person can take this sort of noise for as long a time as it takes the buses to go downtown in the morning, or in the evening to go uptown. It usually takes 45 minutes from the Munitions Building to Euclid St. Now with this blasted radio going - I think I'll buy myself some ear stoppers so I don't hear anything."

- William Osten

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"Not until last Sunday was I subjected to the transit radio torture which seems inevitable for all residents of Washington. I believe the Capital Transit Co. said the music would be soft and soothing so the passengers might relax and enjoy their ride. The two radio announcers who babbled at each other were bad enough, but one of the songs, which lasted 5 minutes and 40 seconds, was 'The One O'Clock Jump.'

"This, of course, is one of the loudest jazz tunes ever written, and it really was quite a wonder that not one of the windows in the bus was cracked. A look of pain and futility was all that registered on the faces of the unfortunate passengers. The Capital Transit Co. could not be using Webster's definition of relaxation soft, or enjoyable.

"I hope you will continue to fight this diabolical scheme which the Capital Transit Co. has thought up to annoy the passengers and collect money. It is also quite possible that you might frighten the D. C. Board of Commissioners out of hiding so they would prohibit such nonsense and keep to some degree the sanity and safety of the District."

- G. A. Sullivan, Jr.

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This one from the Washington Times-Herald:

"Well I had my first taste of the new advertising scheme of the Capital Transit Company anent the broadcasts on the Sixteenth Street buses.

"I boarded the bus for a few blocks' ride at Twelfth and G Streets. The first thing that attracted my attention was a raucous noise, presumably music, that must be the new bus radio.

"In about three minutes I was informed as to the time, always having a timepiece with me, I was not interested. I was then greeted by the fact that I could buy all the finest furs obtainable at a certain shop.

"The weather was then served me. In my hand I had the latest edition of the Herald so I was not interested in that. This was followed by more so-called entertaining music.

"During the past year I have finally educated my wife to not have the radio turned open when I am in the house on the penalty of my leaving for my club; am I now to be penalized by the local transportation company and be forced to listen to this tripe?"

- Passenger

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SOUTH DAKOTA PROTECTS RADIO AGAINST LIBEL; PRESS DEMURS

South Dakota is the latest State to pass a law protecting its radio stations from libel suits resulting from defamatory remarks made by speakers during broadcasts.

Gov. George T. Mickelson signed the measure which exempts stations from damages resulting from defamatory remarks broadcast by persons not associated with the stations if it is shown that the stations tried to prevent such defamation.

This trend doesn't please the newspapers as revealed by the Editor & Publisher which says that pressure groups are attempting to do on a State level what they have not been able to do on a national level. It declares these measures are unconstitutional and continues:

"The Federal Communications Commission ruled in the Port Huron Broadcasting case that under Section 315 of the Communications Act of 1934 broadcasters are forbidden to censor political broadcasts or to restrict the broadcast of libelous material contained therein. Broadcasters have reasoned, rightly, that they are caught between the Federal law and their own State libel statutes. So they are seeking legislation in the various States exempting broadcasters from liability under the libel laws in connection with political broadcasts.

"Colorado, Florida, Virginia, Wyoming, Illinois and Utah already have such libel exemptions on their statute books. The bill is now being debated in the South Dakota legislature.

"The Sioux Falls Argus-Leader has aroused the press of South Dakota and is leading the fight against the bill. The most obnoxious part was deleted after a public hearing in which the newspapers played the leading role. But in most other States this measure has been slipped over without notice or opposition.

"Why is such legislation undesirable? Because it relieves broadcasters of any responsibility for what is said over their facilities during political broadcasts. It opens the way for slander to run rampant and go unpunished, contrary to the public interest. It leaves newspapers open to charges of news suppression when things are said over the radio that a newspaper would not dare to print.

"Rather than permit such discriminatory legislation, newspapers and radio stations might better work together to amend the Communications Act. Nobody should be granted a license to destroy or assist in destroying the reputation of one another."

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STUDY ON STANDARDIZED COMMUNICATIONS ASKED

The National Securities Resources Board last week asked leaders of the communications industry to study the problem of standardizing the radio, telegraph and telephone equipment used by the various armed forces. The question was raised at a meeting of 31 industry representatives, military officials and civilian government agency spokesmen who were called together by the Board to help draw up mobilization plans for any future M-day.

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POUND WINS POETRY PRIZE; WHY CAN'T HE BE TRIED FOR TREASON?

That's the question being asked about the amazing award to Ezra Pound, an American alleged treasonable broadcaster, who last week won a $1,000 prize, the Bollingen National Prize for Poetry, for the best poetry published in 1948.

Broadcasting during the war from Italy, and known as the American "Lord Haw Haw", Pound, born in Idaho, was indicted for treason by a grand jury in July, 1943. He was re-indicted on the same charge after he was returned to this country in November, 1945. He denied to reporters that he had betrayed his country, or that he had ever supported Mussolini. In court he angrily disavowed Fascist sympathies.

A jury decided he was incompetent to stand trial, and he was sent to St. Elizabeth's Hospital in Washington, D. C. in December, 1945. Attendants there say he is still busy writing, and that recently he has been translating Confucius.

Those who believe Pound, now 63 years old, is feigning, argue that anyone who can win a national poetry prize or can translate from Confucius is competent to be tried for treason or anything else.

Pound has consistently denied the Federal Government's charge that he betrayed the United States or that he broadcast Axis attacks.

At that time, Pound was returned to this country and sarcastically told reporters. "There is an idea afloat here that I betrayed this country. If that damned fool idea is still in anybody's head, I want to wipe it out."

"What I want to know is whether anybody heard my broadcasts, and, if so, how they could have any earthly idea of what I was talking about."

The Justice Department said the time quoted excerpts from Pound's broadcasts and said "The general trend of his comments follows the familiar Axis propaganda line: that international Jewry is the root of the world's difficulties, that the United States is being used as a pawn by the British, and that the Fascist way of life is the hope of the world."

The Department also said "Pound's style as a broadcaster has much in common with his style as a writer; much of what he says is meaningless and incoherent, further complicated at times by the use of words of his own coinage."

Pound's award has caused red faces among the poets that anyone confined in a mental institution could win a national poetry prize.

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WASHINGTON POST TAKES CONTROL OVER 50 KW STATION WTOP

The Washington, (D. C.) Post last week assumed control of WTOP, Washington's most powerful radio station.

Frank Stanton, President of the Columbia Broadcasting System, and Philip L. Graham, President of The Washington Post Co., signed final papers last week at WTOP, completing the transfer announced May 17, 1948.

In the brief ceremony, WTOP, which has been owned by the CBS since 1932, w as assigned to WTOP, Inc., a new corporation of which 55 per cent is owned by The Washington Post, and 45 per cent by CBS.

Eugene Meyer is Chairman of the Board of WTOP, Inc. and Mr. Graham is President.

Under the new arrangements, WTOP remains affiliated with CBS. Throughthe affiliation, the Capital's only 50,000-watt station will continue to air the familiar CBS network programs.

The Columbia network will continue to maintain a separate Washington office in the Warner Building, staffed by network personnel, with Earl H. Gammons as Vice President in Charge. This office will include the legal department, the CBS News and Public Affairs Department under Theodore F. Koop, and Country Journal program headquarters.

John S. Hayes was named General Manager of WTOP. He has been Executive Vice President of WINX, the original Washington Post station, since January 1, 1948. Mr. Hayes said:

"WTOP now enjoys a greater share of audience than any other Washington station. We plan, therefore, no major changes in policy, programs or personnel. The station has risen to leadership through the teamwork of its present staff. All of our e fforts will be directed toward maintaining and extending that leadership."

The Washington Post and CBS originally announced their plans last May 17, and made application to the Federal Communications Commission last June 15. FCC permission for completion of the transaction was granted February 9, 1949.

An application to sell WINX to William A. Banks of Philadelphia for $130,000 is now pending before the FCC. Transfer of WINX-FM to WTOP, Inc. also awaits final FCC a ction.

WTOP is a descendant of the small 37-watt WTFF, which became WJSV in 1927, with offices and transmitter in Alexandria, Va. WJSV was acquired by CBS in October, 1932. Its power was increased from 10,000 to 50,000 watts in 1940 when the transmitter plant was moved to Wheaton, Md. The call letters changed from WJSV to WTOP in 1943 when its position on the dial moved to 1500 kilocycles.

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TRUMAN GIVES PEARSON ANOTHER $1,000,000 FREE ADVERTISING

President Roosevelt gave Drew Pearson a million dollars worth of free advertising when he called him a liar. President Truman surely duplicated the largesse when without naming him, he called Drew a S.O.B.

It was thought FDR had gone the limit in castigating commentators and columnists but there were those in Washington who felt President Truman had gotten down to the bottom of the barrel by inferentially dragging in the name of Mr. Pearson's mother. Already in official copies of the speech, the White House has expunged the bitter characterization.

The question has been raised as to whether or not even the President of the United States might not be sued for libel in such a case.

The writer does not recall an instance when the President has been sued for alleged slanderous remarks but remembers when President Theodore Roosevelt sued an editor of a small paper in Michigan charging that President Roosevelt had been intoxicated at a dinner.

Unlike most libel suits which are usually settled out of court, this suit came to trial and, of course, was the sensation of the country. The dinner President Theodore Roosevelt attended was in the old Arlington Hotel at Vermont Avenue and Eye Street, N.W., present site of the Veterans Administration, and just across Lafayette Park from the White House. The late "Jimmy" Sloan of the Secret Service produced a book which the Secret Service kept, which showed that the President had only been out of the Executive Mansion, I think, something like 40 minutes. Counsel for prosecution argued that even Theodore Roosevelt, as fast as he moved, could not have walked across Lafayette Square, made a speech, gotten intoxicated and walked back across the Park, a matter of three blocks, in such a small period of time. The judge in the case agreed, and the editor was found guilty but was only fined several cents.

Someone remarked that maybe General Vaughan might resign to save President Truman further embarrassment when the man he was talking to, who knew of Vaughan's apparently universal unpopularity with the Armed Services official circles, and the press and radio people, almost exploded: "I'd drop dead with surprise if he did. Every President seems to have some person to embarrass him but no President ever had one as vulnerable as this bird Vaughan."

Gen. Harry H. Vaughan, the President's Military Aide, has been criticized recently by Drew Pearson and by others for accepting a decoration from President Peron of Argentina.

The President spoke informally at a dinner given in honor of Vaughan by the Reserve Officers Association at the Army-Navy Country Club in Arlington, Va. At the dinner, Vaughan received the Association's annual Minute Man Award.

Earlier speakers had praised Vaughan and referred to the criticism by Pearson. The Chief Executive took full cognizance of the criticism when he arose to speak.

"If any S.O.B. thinks he can get me to discharge any of my staff or Cabinet by some smart-aleck statement over the air, he has got another think coming", Mr. Truman said vehemently.

Pearson later replied:

"If Mr. Truman is trying to discourage the right of fair comment, then he too has another think coming. The men he has on his staff are his business - even though the taxpayers have to foot the bill.

"But when his staff members accept medals from a military dictator whose principles this Government has denounced, then it's the public's business and should be Truman's."

It was thought in Washington President Truman might even himself withdraw the epithet explaining that it was an expression used hastily and in an angry moment but at the same time making it clear that his attitude towards Pearson was unchanged.

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ADDITIONAL PHILA, CHICAGO TV CIRCUITS MONTH AHEAD OF TIME

Additional channels on the Bell System's television network between Philadelphia and Chicago will be available about May 1, more than a month ahead of schedule, according to an announcement of the Long Lines Department of the American Telephone & Telegraph Company made last Friday (February 18). This stepped-up program has been made possible by special efforts on the part of the Bell Telephone Laboratories, the Western Electric Company, and the Long Lines Department to place these much-needed Bell System inter-city facilities at the disposal of the television industry as speedily as possible.

Under this program, the present pair of circuits (which transmit television programs in opposite directions) will be greatly supplemented, a total of three west-bound and one east-bound channels being made available. After May 1 two of the west-bound channels will operate on a twenty-four hour schedule while the third will be available only after 6 P. M. Between Monday and Friday the single east-bound channel will only be available for television transmission after 6 P.M. However, under a newly announced arrangement, this circuit will be placed in operation for television transmission at any time on Saturdays and Sundays - which will make it possible to bring week-end Midwestern sports events, for example, to the television audience in the East.

After May 1 occasional important television programs will also be accepted for transmission southward over the Bell System facilities between New York and Boston, which in recent months have only been arranged to carry north-bound programs. However, as this will necessitate reversing the repeater equipment involved at each intermediate station on the route, suitable advance notice will be required to permit the change-over.

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WOULD ESTABLISH SPONSORED NEWS BROADCASTS TO SHIPS, PLANES

Tariff schedules have been filed with the FCC by Wayne Miller (licensee of coastal radiotelegraph station WPG, Norfolk), effective March 15, 1949, establishing regulations and charges applicable to a so-called "sponsored press broadcast service" from Norfolk, Va., to ships at sea or in the air.

The proposed service consists of the radiotelegraphic transmission, by automatic equipment, of news items of a general nature, procured (and edited if necessary) by Wayne Miller from recognized news distributing agencies. For a flat charge of $250.00 per month, a customer is entitled to one hour of newscasting daily except Sundays and legal holidays.

Service is offered subject to the following tariff provisions: (1) At the beginning of each transmission period there will be an announcement that the following news may be utilized in any manner aboard any maritime mobile vehicle if full credit is given to the sponsors (name to be inserted) through whose courtesy the news is made available; (2) WPG reserves the right to curtail, alter, suspend or otherwise limit press service if at any time such service interferes or in any way disrupts the normal coastal telegraph and/or marine relay service for which WPG is regularly licensed; (3) The previous month's sponsor of any particular period shall have prior rights to the following month's sponsorship of such period.

Wayne Miller recently established regulations and charges for a somewhat similar service designated "Sponsored weather broadcast service" to ships at sea or in the air.

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WAY CLEARED FOR CROSLEY TO BUY WHAS, LOUISVILLE

Fort Industry told the Federal Communications Commission last Monday that the economic outlook does not warrant going into such heavy obligations to purchase WHAS, Louisville, its FM affiliate and TV permit. Thus the way was cleared for the Crosley Corp., licensee of WLW, Cincinnati, to buy the property for $9,925,000, since the Fort Industry Co. and Bob Hope have both withdrawn.

Ford Industry declared in a statement filed with the Commission that it is desirous of proceeding with its TV construction in Detroit, Toledo and Atlanta, and of pushing its TV applications in Wheeling and Miami.

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TWENTY-EIGHT PERCENT EXHIBITORS INCREASE; $6,000,000 DISPLAY - IRE

All records in the history of radio engineering shows are expected to be broken at the 1949 Institute of Radio Engineers' Radio Engineering Show and Convention, to be held at Grand Central Palace and the Hotel Commodore in New York City from March 7 to 11. Two hundred and twenty exhibitors, including the U.S. Air Force, Army, Navy and Veterans' Administration, representing an increase of twenty-eight per cent over last year's phenomenal one hundred and eighty, will display over six million dollars worth of the newest miracles of modern science, many of them shown for the first time.

Dissolving tumors without surgery is only one of the many potential uses of the ultrasonic fountain, a crystal built in a parabola, which can focus so much energy at a fixed point that it will gain enough power to spurt a column of water two to three feet in the air, and which may revolutionize modern surgery by doing away with the knife. Furthermore, the fountain can force the mixing of non-miscible liquids, and thus homogenize such previously uncombinable substances as oil and water.

Those interested and concerned with the current record controversy will be interested in a new pickup which will play 33-1/3, 45, and 78 rpm records without changing needle pressure. Unique television equipment, including rotatable antennas and a guest television system for hospitals, will be demonstrated and some very startling developments are to be revealed, as well as much unusual radio equipment. Facsimile recorders receiving weather maps from Washington, Tokyo, and the Rhine Main, printed circuits for television receivers, dynamic relay testers, and new germanium triodes in dynamic applications are but a few of the innumerable scientific developments to be shown and explained to the public.

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ASCAP EXTENDS TIME FOR TV MUSIC DISCUSSIONS

Robert P. Myers, NBC, Chairman of the National Association of Broadcasters' Television Music Committee, last week said an additional 30 days' extension, from March 1, of the current arrangement television broadcasters have with the American Society of Composers, Authors and Publishers, has been granted for the use of ASCAP music on television.

The NAB Television Music Committee, a newly constituted group under Mr. Myers' chairmanship, will begin discussions with a newly appointed committee of ASCAP , at a meeting tomorrow (Thursday, Feb. 24), concerning the use of ASCAP music for television.

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WAY PAVED FOR AMATEURS TO SHARE 1800-2000 KC BAND

The Federal Communications Commission has amended Part 2 of its Rules to show that the United States service allocation of the frequency band 1800-2000 kilocycles is for amateur and radio navigation (Loran) use, subject to certain restrictions on amateur operation which will not cause harmful interference to Loran or bar the expansion of that type of radio navigation service. However, this band will remain unavailable for amateurs until such time as Part 12 (Rules Governing the Amateur Service) has been amended to reflect the conditions and limitations imposed on its use by amateurs. This is the major portion of the only pre-war amateur frequency band not yet reactivated for amateur use.

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POSTWAR RADIO SET BOOM SEEN PASSING BY FELDMANN, DETROLA

Leveling off of after-the-war set manufacturing conditions were noted in the annual report of C. Russell Feldmann, President of the Detrola Corporation.

"There were unmistakable indications during the year that the unprecedented postwar boom in the home radio receiver business had slackened. This situation was accentuated by the growing rivalry of television for radio sales markets. It was felt most keenly in the case of receivers retailing for more than $50.00. At about the same time, the phonograph section of the industry was thrown into uncertainty by introduction of long playing records requiring new types of players. Large merchandisers were impelled to withhold new purchasing commitments until they could judge more clearly the preference of consumers", Mr. Feldmann reported.

"Our Detroit radio plant was geared to produce large quantities of radio receivers, phonographs, and automatic record changers to designs specified by the mail order houses and other nationally known merchandisers. The factors mentioned above made the Detroit operation increasingly uneconomical, and the manufacture of home radios and phonographs was suspended. At the year end all other electronic activities were consolidated at our Huntington, Indiana, plant. Any further manufacture of radios and phonographs, which will be dependent on market conditions, will be carried on at our Huntington plant."

Mr. Feldmann said that in 1948 Detrola had earned the largest net profit in its history - $1,710,083. Net sales of steel for the year were $32,464,493 or 46% and radio $16,419,317 or 23%. This caused the company to change the name from Detrola to Newport Steel Corporation, denoting its principal business.

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SCISSORS AND PASTE

Hospital Rents TV Sets To Patients For $15 A Week
(V. R. Montanari, "Washington Post")

Television sets, available to Georgetown University Hospital, (Washington, D. C.) patients at $3 a day or $15 a week, are a boon not only to the sick, but also to the doctors, nurses and visitors.

"The patients that have sets in their room sure get good care!" a resident in medicine remarked facetiously. "Doctors and nurses are always at their elbow!"

"Seriously, though", he added, "the programs do have a therapeutic value, making patients more anxious to get well since they bring the outside world into their rooms."

Sister Mary Antonella, hospital superintendent, said the video sets are "wonderful recreation" and the three sets available for rent from a television dealer are "always out".

A floor supervisor said visitors sometimes stay too long when they become interested in sports events. They want to stay to see how it comes out, the supervisor said.

One doctor said he had had to write orders not to allow more than one hour of television viewing for one or two of the patients with heart trouble. These patients, he said, were getting too excited over the games.

"It's something to look forward to during the day", said Mrs. Amory Lawrence, of Warrenton, Va., who has undergone an operation for a foot crushed by a horse. She said she had had "lessons" in golf, skiing and tennis over the set as she lay in bed.

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Jack Benny's "Unlucky Stiff"
("Variety")

CBS Board Chairman William S. Paley's capital gains acquisition of Jack Benny's Amusement Enterprise package (which gives CBS a financial toehold in Amusement Enterprise's first Benny-produced pic,("The Lucky Stiff"), is already translating itself into Paley's initial capital loss transaction.

"Lucky Stiff", made at a cost of approximately $750,000, opened at the Globe, N. Y., and was yanked after a week in one of the record pic folderoos for the house. It was generally panned by the crix. It's estimated that the film, released through United Artists, will wind up a few hundred thousand dollars in the red.

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Exempting Radio Stations From Libel
("Editor & Publisher")

The American Newspaper Publishers' Association reports an effort is being initiated in several States to enact legislation which would exempt radio stations, their owners and employees from any liability for damages for any defamatory statement issued on the air by or on behalf of a candidate for public office.

Why not adopt State laws declaring: "All libel laws are hereby declared null and void insofar as they apply to statements by a political candidate in the newspapers or on the air."

Sounds ridiculous, doesn't it? But that's just what is being done for radio alone in Colorado, Florida, Virginia and Wyoming. No holds barred on the air - but the press can be sued for libel.

These efforts are probably a result of that ridiculous ruling by FCC in the Port Huron case that the Communications Act of 1934 forbid broadcasters to censor political broadcasts or to restrict libelous material contained therein.

Rather than absolve broadcasters of their liability in any instance that might permit slander to have an airborne field day, it would be better to amend the Communications Act to permit deletion by the broadcaster of such material.

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Television In Autos
("New York Times")

At Albany the Assembly has passed a bill sent to it by its Motor Vehicle Committee which would prohibit installation of television sets in automobiles if the screen is within the view of the driver. According to an Albany dispatch tothis newspaper, the bill would not outlaw television screens visible to other occupants of motor vehicles.

We wish we could say that this bill is w ell drawn. But is it? The bill, with its express and limited restriction, tacitly condones, if not approves, this new form of amusement for automobile passengers. To allow television at all in motor vehicles, particularly in pleasure cars, is hazardous. It invites further accidents on public roads already undergoing unprecedented demands on their capacity.

Argument may be made that television is safe in the rear compartments of taxicabs because of the separation - physical and social - of operator and passenger. But as wll the world knows, or certainly all New York, the front-seat-back-seat relationship in taxicabs is increasingly one of camaraderie, and this would carry over into discussion of the ball game or something else coming onto the screen.

The point about separation of rear and front activities would certainly not hold for pleasure cars, even if it could be argued effectively for taxis. Pleasure cars' drivers are usually akin conversationally to all those riding with them. The operator's attention could hardly be expected to remain riveted to the road when his passengers are exclaiming over a home run, touchdown or denouement in a melodrama.

The bill passed by one house at Albany deserves a speedy death, before it brings sudden death to persons along the highways and streets.

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TRADE NOTES

Frank M. Russell, Washington Vice-President of the National Broadcasting Company, will give a reception next Wednesday, March 2, at the Carlton Hotel in Washington in honor of Frank M. Folsom, of New York, President, of the Radio Corporation of America.

A life-size, reflection-projector institutional television system, known as Tele-Video, is being introduced by the Telecoin Corporation at a four-day showing, opening this week in New York. A four-unit installation, Tele-Video utilizes forty-nine electronic vacuum tubes - more than double the number used in the conventional home receiver. It is adaptable for projection on screens up to sixty-three square feet in area.

The system utilizes an optical principle in which the picture is thrown on a fourteen-inch parabolic mirror and projected through a special picture corrector on the screen a few feet distant. The demonstration is being staged by Jay Electronics, 3300 Broadway, newly appointed New York City distributor.

Open hearings on a bill to let Washington operate on daylight saving time every Summer will be held Friday, February 25th, starting at 10:30 A.M. in Room 445 Old House Office Building in Washington.

The hearings will be conducted by the House District Judiciary Subcommittee headed by Representative Oren Harris (D), of Arkansas. Persons who wish to testify were asked to notify William N. McLeod, Jr., Clerk of the House District Committee, and if possible to prepare a written text of what they will say.

Greer W. Cowley, a development engineer with the Bell Telephone Laboratories in New York, died at his home in Lincoln Park, N.J., after an illness of several months. His age was 45. He made many significant contributions to radar development during the Second World War, helping to design the portable ground search equipment widely used in military operations.

The National Broadcasting Company's television network, claiming to be the nation's largest operating video chain, will include 33 stations on the air from coast to coast by May 15.

The two most recent additions, WGAL-TV, Lancaster, Pa., and WDEL-TV, Wilmington, Del., were announced in New York by Easton C. Woolley, NBC Director of Stations Departments. Both stations signed inter-connected television affiliation contracts with NBC. WGAL-TV will begin operating April 1 on channel four, and WDEL-TV May 15 on Channel seven.

A report from New York is that Frank Stanton, President of the Columbia Broadcasting System, has been invited to head a university.

The Federal Trade Commission has approved a stipulation-agreement in which Stephen N ester, Virginia Nester, Nathan Lang Van Cleave and Doris Lang Van Cleave, co-partners, trading as Duotone Co., 799 Broadway, New York, agree to stop designating synthetic sapphire-tipped phonograph needles as "sapphire" without plainly describing them as synthetic sapphire.

The co-partners also agree to stop representing that their synthetic sapphire-tipped needles will give up to 5,000 plays or any other stated number of plays without plainly indicating that such needles may chip, break or wear, causing sound distortion and improper tone fidelity.

Wayne Coy, Chairman of the Federal Communications Commission, yesterday told four teen-age orators that the Federal Government has been a contributor to the freedom of radio.

"And in keeping r adio free", he said, "We are furthering the cause of democracy in the United States and the world."

Mr. Coy spoke at a luncheon honoring the schoolboy winners of the second annual Voice of Democracy Contest.

Justin Miller, President of the National Association of Broadcasters, told the boys their writing and voicing of the best 250,000 scripts on the subject, "I Speak for Democracy", was work as important as their classroom studies.

Sponsors of the contest, in addition to the NAB, are the U. S. Junior Chamber of Commerce and the Radio Manufacturers' Association.

With January revenues 18% ahead of the comparable month a year ago, WJZ, New York key station of the American Broadcasting Co., during the first month of 1949 signed 11 new accounts, five of which are scheduled to start in February and March.

In a move that may set a pattern for the industry, the Crosley Broadcasting Corporation moved into the sports promotion business over the weekend with the announcement it has filed incorporation papers for Telesports, Inc., with authorized capital of $100,000.

The incorporators include James D. Shouse, Chairman and President of Crosley Broadcasting; Robert E. Dunville, Vice President and General Manager, and Dwight Martin, Vice President and Assistant General Manager. Mr. Dunville s aid the new firm plans to promote its own sports shows and to televise them if it so desires.

Under the terms of its charter, Telesports, Inc. will not only promote and televise sports events, but can carry on broad activities in other amusement and educational fields if it chooses. The charter provides for potential activities ranging from play production and exhibitions to the handling of musical copyrights and publication of books.

A primary interest of Telesports, Inc., according to Mr. Dunville, will be to encourage the development of a wider roster of athletic events, and to assure the availability of the events for television.

Mr. Dunville added that the establishment of Telesports, Inc. represents a move to augment, rather than necessarily supplant, the sports television shows which WLW-T, Cincinnati, now offers its audiences. Events promoted by Telesports, Inc., would be available for telecasting on all three Crosley video stations. These, in addition to year-old WLW-T, include WLW-D, Dayton, and WLW-C, Columbus, both of which are scheduled to go on the air in March. They could also be made available to other radio or television stations.

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March 2, 1949

COMPLIANCE TO FTC RADIO TUBE COUNT RULE ALMOST COMPLETE

Announcing almost complete voluntary compliance with a trade practice rule designed to prevent misrepresentation of the tube count of radio sets, the Federal Trade Commission closed Thursday (March 3) an investigation of the radio receiving set manufacturing industry with the issuance of a complaint against Setchel Carlson, Inc., 2233 University Ave., St. Paul, Minn. The corporation is charged with misrepresenting the number of active, fully-functioning tubes in the radio receiving sets which it manufactures and sells.

Reporting on the results of its investigation of the advertising practices of more than 200 manufacturers of radio receiving sets, the Commission said that virtually the entire industry, including all major producers, has not only pledged compliance with the rule but has also furnished proof of compliance. It noted that it had been necessary to issue a formal complaint against only one other manufacturer besides the Carlson firm since the industry-wide investigation was launched. All the other manufacturers either were found to be complying with the rule or agreed to change their advertising practices to conform. The vast majority signed a simple pledge of compliance and furnished samples of their current or revised advertisements. In four cases, however, stipulation-agreements to cease and desist from tube count misrepresentations were accepted by the Commission.

Prior to the initiation of the industry-wide investigation, the Commission said, complaints charging misrepresentation of the tube count of radios were issued against three manufacturers and stipulation-agreements concerning the same practices were accepted from four others. One of these complaints is now pending before the Commission while two have resulted in the issuance of cease and desist orders. Appeal of the order in one case resulted in its affirmance by the U. S. Circuit Court of Appeals for the Seventh Circuit (Chicago).

The investigation centered around representations of manufacturers concerning the number of tubes contained in radio receiving sets, with particular emphasis on the proper manner of distinguishing between tubes and such devices as rectifiers. Rule 3(k) of the trade practice rules for the industry, promulgated July 22, 1939, provides that it is an "unfair trade practice" for any member of the industry to disseminate any advertisements or representations implying that a radio receiving set contains a certain number of tubes when one or more of the tubes are "dummy or fake tubes, or are tubes which perform no useful function, or are tubes which do not perform or were not placed in the set to perform the recognized and customary function of a radio receiving set tube in the detection, amplification and reception of radio signals."

On January 19, 1947, the Commission issued an announcement interpreting the rule and specifically providing that it is "improper" to include rectifiers in the tube count in representations that a set contains a designated number of tubes or is of a designated tube

capacity. The Commission's interpretation pointed out that there was no objection to advertisements which contain reference to a rectifier as long as the tube count is computed without inclusion of rectifiers or other devices which do not perform the recognized and customary function of radio receiving set tubes.

Following release of its interpretation of Rule 3(k), the Commission ordered the industry-wide investigation to determine whether or not manufacturers were complying with the regulation.

The Commission said that 218 manufacturers were included in the survey. Of this number, 163 agreed voluntarily to abide by the rule; 42 are no longer in business; 8 have entered into stipulation-agreements with the Commission to stop the practices; 2 are covered by Commission cease and desist orders; and 3 are respondents in pending complaints.

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A. T. & T. TO DOUBLE TV NETWORK LINES IN '49; ADD 13 CITIES

In 1949 the Bell System will double the number of miles of television network channels now available and will bring its network service to thirteen additional cities, according to the Long Lines Department of the American Telephone & Telegraph Company. By the end of this year there will be some 8,200 miles of television channels in operation, spread over a Bell System inter-city network which will then extend 2,850 miles and link 27 cities.

By Summer, under present plans, the fourteen cities already on the Bell System's television network will be joined by Providence, R. I., and Wilmington, Del. By Fall it is expected that the following cities will be linked: Lancaster and Erie, Pa., and Rochester, N.Y., and Dayton, Columbus, and Cincinnati, Ohio. Toward the end of the year, it is planned to equip the existing coaxial route between New York City and Albany, N. Y. for television transmission and to extend it, by radio relay, to Syracuse, which would permit Bell System service to Schenectady, Utica and Rome as well.

Finally, all through 1949 work will go forward on the important radio relay project which is to provide long distance telephone and television service between New York and Chicago and several intermediate points next year, and for which the Long Lines Department of the A. T. & T. Company filed plans with the Federal Communications Commission last year.

Both radio relay and coaxial cable facilities will be utilized by the Bell System for its 1949 television program, which will include about 450 route miles of radio relay and some 300 route miles of coaxial cable facilities. The cities listed above will be linked to the network in the following manner:

1. The coaxial cable being constructed between Toledo and Dayton will be equipped for television transmission, but from Dayton radio relay will be used to make the connections beyond to Columbus and Cincinnati.

2. Both Lancaster and Erie will be added to the present coaxial circuits in Pennsylvania but the link from Buffalo to Rochester, N.Y. will make use of radio relay.

3. Radio relay will also be relied upon for the Philadelphia-Wilmington and the Boston-Providence additions to the Bell System network.

4. Coaxial cable will form the link between New York City to Albany, N. Y. but the additions beyond to Syracuse, N. Y. will be via radio relay.

The 1949 construction program also makes provision for additional channels along certain existing main routes on the inter-city network. An accelerated program to increase the number of circuits between Philadelphia and Chicago by about May 1, for example, has already been announced by the A. T. & T. Company. However, it is also planned to add three additional television channels between New York and Philadelphia and one extra channel to those already in operation between Philadelphia and Washington, D. C.

As its share in the Bell System television network program, the Pacific Telephone & Telegraph Company has announced a project of its own, intended to provide both long distance telephone and television channels between Los Angeles and San Francisco. Initially, one radio relay circuit will travel northward over a series of eight or nine towers to be constructed on mountain ridges overlooking the San Joaquin Valley from the West side. Service is expected in about a year.

The radio relay system between New York and Chicago now under way will at first provide two television channels, one in each direction, according to the latest information on the project, released by the Long Lines Department of the A. T. & T. Company. Later it is planned to secure additional channels by installing extra equipment in the stations along the route. In addition to terminals in key cities, there are 31 intermediate towers.

Improved equipment built around a new vacuum tube developed by the Bell Telephone Laboratories, will mark the New York-Chicago radio relay system, making it an advance over the facilities between New York and Boston introduced in November, 1947. In addition to benefiting from the experience already gained in operating other Bell System radio relay systems, the new system will be simpler to maintain, more reliable and ultimately provide more channels than any other micro-wave system in service.

As with other radio relay systems, this one will use super high frequencies, called micro-waves, which travel in straight lines and do not follow the curvature of the earth. The relay towers, therefore, must be located so they can direct the micro-waves along an unobstructed, line-of-sight path from one tower to the next. (The other type of inter-city facility that carries television programs over the Bell System networks is coaxial cable - which transmits high frequency electrical signals in copper tubes about the size of a pencil. Usually, eight of these coaxial tubes are included in the cable, which is about as big around as a man's wrist.)

The New York terminal of this system will be erected atop the 450-foot Long Lines Headquarters at 32 Avenue of the Americas while the Chicago terminal will be located on the roof of the new toll building of the Illinois Bell Company at New Congress Street. Already three relay towers have been erected between New York and Philadelphia: at Martinsville, N. J., and Buckingham and Wyndmoor, Pa., while two others are under way at Thomas Hill and Hallam between Philadelphia and Pittsburgh. West of this point field tests have been completed to make sure that each prospective station site has a good transmission path to the sites on both sides. By late Fall all the other towers will have gone up along the route, which ultimately will permit radio relay transmission to travel from Boston as far as Milwaukee, Wis.

Depending on where they are built, the intermediate towers will range in height from 60 to 200 feet. Between Philadelphia and Pittsburgh, they will be placed on hill-tops and will be built from 60 to 80 feet high. Along the flat land in Ohio and Indiana, however, the towers will be constructed about 150 to 200 feet tall.(The towers in the other radio relay projects in Ohio will be about this high too.)

Except for their varying height, each of the intermediate towers is about the same in design - a square, concrete structure with space for emergency power equipment and storage batteries on the first floor, and radio equipment on the second. The special microwave antennas which beam and receive the communications signal are on the roof.

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1948 RADIO-TV SET SALES HIGHEST IN INDUSTRY'S HISTORY

The radio-television industry broke all previous annual records in manufacturers' sales of TV and radio sets in 1948, Max F. Balcom, President of the Radio Manufacturers' Association, said Wednesday night in a talk before the Town Meeting of Radio Technicians at the Rodger Young Auditorium.

"Manufacturers' salesof both types of sets exceeded $750 million as compared with about $700 million in 1947", Mr. Balcom said. "And this new peak was reached despite a decline of nearly 20 percent in radio receiver sales."

The sales figures used by Mr. Balcom, he explained, were at the manufacturer level, and retail sales were proportionately higher.

Last December almost half of set manufacturers' dollar sales were of TV receivers, Mr. Balcom added, and for the entire year 31 percent of set manufacturers' dollar volume came from television. In units, however, TV set sales accounted for but 11-1/2 percent last December and only 5.6 percent for the year.

"It seems probable", Mr. Balcom declared, "that in 1949 well over half of the industry's income will come from television sets and that all set sales will surpass the 1948 record in dollar volume."

Mr. Balcom predicted that two million or more TV sets will be manufactured in 1949 along with 10 to 12 million radios.

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CLASH BETWEEN PRINTED WORD, FM, TV FORESEEN BY MITCHELL, NAB

A suggestion to the printing industry to consider a possible revolution in its methods, forced by television and facsimile broadcasting, was made to the Graphic Arts Association by Maurice B. Mitchell, Director of the National Association of Broadcasters' Department of Broadcast Advertising last Monday.

Speaking to a luncheon meeting of the Association in Washington, Mr. Mitchell further suggested the formation of a committee to study the impact of television and facsimile on printing methods, type-faces, colors, and the like.

"We are approaching the time", he said, "when there will be no intermediate step, such as printing, between the act of creation and the delivery of the created product in the living rooms of the nation."

He pointed out that facsimile broadcasting and television are already accomplishing this feat.

The NAB official asked the graphic arts practitioners what the printing industry had done to prepare for the inevitable changes.

"Do you know how your present type faces look on a television screen, or on the paper roll of a facsimile receiver?" he asked. "Do you know whether the serifs of graceful types vanish or not on such a television screen? Do you know what colors show up best in television?"

He warned that, unless some study is made of such problems, the typewriter and the varityper may "beat you to the draw".

"Radio has already demonstrated", he said, "that even the fastest printing is too slow for news. Facsimile broadcasting is going to demand, for its news, even faster ways of preparing printed material for delivery to the living room.

"In addition", he said, "you might give some thought to what the size and shape of the television screen and the facsimile paper are going to do to layout and make-up methods."

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BRITISH FIRM CLAIMS CHEAPEST TV SET AT $186

A British firm announced last week, the U.P. reports, that it is selling the "cheapest television set in the world". The Electric and Musical Industries, Ltd., of London, said the set, with a 10-inch screen, sells for just under $186, including a 33-1/3 per cent purchase tax.

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"TV TWO YEARS AHEAD OF SCHEDULE; 63% NBC TIME SOLD", SARNOFF

The pace of television expansion has been so rapid that the industry, at the opening of 1949, was two years ahead of the dates set by the most optimistic forecasts when postwar television sets were first offered for sale to the public in the Autumn of 1946, Brig. Gen. David Sarnoff, Chairman of the Board of the Radio Corporation of America, states in his annual report.

"Two new television stations owned by NBC -- in Cleveland and Chicago -- went on the air in the Fall of 1948 and a third, in H ollywood, began operation early in 1949", General Sarnoff continues. "With the stations in New York and Washington, these additions brought the total of NBC-owned stations to five, the maximum number permitted by the FCC under one ownership.

"Altogether, twenty-two affiliated stations are now receiving regular NBC program service either through cable and radio relay inter-connections, or by kinescope-recorded motion picture film.

"In January, 1948, 33 percent of NBC network television program hours were commercially sponsored; the remaining 67 per cent were noncommercial. By December, 63 per cent were sponsored; 37 per cent, nonsponsored."

General Sarnoff revealed that at the year-end, the NBC coast-to-coast radio network comprised 170 standard broadcasting stations, compared with 167 at the close of 1947. Six are owned by the company; 164 being under independent ownership and affiliated by contract.

"RCA Communications, Inc.", he reported, "was operating 81 international radio circuits linking the United States to 66 countries at year-end. Expansion in radiotelephone service during the year included circuits between Okinawa and Manila, Shanghai and Manila and Okinawa and the United States. Eight new radiophoto circuits were added during the year, making a total of twenty-three."

Net earnings of Radio Corporation of America in 1948 amounted to $24,022,047, equivalent to $1.50 per share of Common stock. This compares with $18,769,557 in 1947, when earnings after payment of Preferred dividends were equivalent to $1.12 per share.

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CROSLEY TRIMS $40 OFF 10-INCH TV SET

A reduction of $40 in the price of the Crosley 10-inch television receiver with complete FM radio was announced by W. A. Blees, Vice-President of Avco Manufacturing Corporation, and General Sales Manager of the Crosley Division. The new price is $299.95 against the old $339.95. Mr. Blees said the new price is the lowest of any 10-inch television receiver with complete FM radio. He said the reduction was possible because of manufacturing economies effected through steadily increased production.

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COY HAS ALL THE ANSWERS TO SEN. JOHNSON'S SHARP FCC PROD

Favorable comment was heard for what was said to be FCC Chairman Wayne Coy's forthright answers to a number of sharp questions addressed to him recently by Senator Ed. C. Johnson (D), Chairman of the Senate Interstate Commerce Committee. Chairman Coy's reply to the Senator in question and answer form comprised a 17-page single-spaced mimeographed document issued by the Federal Communications Commission Tuesday afternoon.

"It took courage for Coy to speak out as he did", one man high in the industry observed.

It is a document which will be studied for many months to come. Chairman Coy's indication of the FCC's desire for a network probe, however, doesn't need much clarifying:

"No comprehensive network investigation has been undertakne since 1941. The Commission has long felt that such an investigation is necessary not only to determine how the regulations are working with respect to standard broadcasting, but also to re-examine some of the problems concerning the relationship of the networks to talent bureaus and recording companies and also to examine carefully the effect of the regulations in the FM and television field."

A "hot potato" among Senator Johnson's queries, was this:

"We are concerned deeply with respect to the marketing of television sets. Television-set manufacturers and spokesmen for some broadcasters have repeatedly declared that present-day sets will not be outmoded in the near future. Nevertheless, it appears obvious to us that when and if licensing is authorized in the ultra-high-frequencies and television develops in those frequencies, television sets being manufactured today will be obsolescent. While it is contended that an attachment can be made which will meet such a contingency, in part, we are not greatly impressed with the efficacy of similar attachments for FM frequency shifts. We note that no purchaser of a television set today is warned or advised that such an attachment may be necessary or, in fact, that in a matter of a few months or years, the set for which he is paying $200 to $1,000 may be junk. We wonder, therefore, if some action cannot be taken by the Federal Communications Commission which would result in set-manufacturers making clear to such buyers that caveat emptor should not enter into the purchase of such a highly complex and intricate mechanism as a television set.

"We understand that the Federal Communications Commission has no present legal authority to compel such action. If the Commission is of this opinion also, or that suggestions to television manufacturers to correct this practice may fall on deaf ears, we would appreciate recommendations for legislation to meet this problem. The public requires protection."

To which Chairman Coy replied:

"At the outset, it should be pointed out, that television sets presently being purchased will not be rendered entirely obsolete by developments unless the Commission deletes the present 12 channels entirely. As was pointed out earlier, no proposal has been made to the Commission nor is there any notice pending to delete any of the present 12 channels.

"Of course, if ultra-high channels are added, there will be some obsolescence. To be sure, converters can readily be made which will alleviate the matter somewhat but as is recognized in your letter, converters are not as satisfactory as regular receivers.

"It is not possible to measure accurately the degree of partial obsolescence that might result from adding ultra-high channels. No official census exists concerning ownership of television receivers by the public. However, a rather comprehensive survey made shows that there were slightly more than 1,000,000 television sets installed as of February 1, 1949. Of this number only 69,700 - or less than 7% - were in cities in which fewer than four television stations have been allocated. Only 27,000 - or less than 3% - were in cities to which only one station has been allocated. Thus, on the basis of present distribution of receivers, most of the owners of TV sets could get a great deal of usefulness from their sets even if ultra-high channels are added.

"Moreover, as is stated in your letter, the Commission at the present time has no authority to require manufacturers to notify prospective purchasers concerning possible obsolescence of television receivers. You ask our opinion as to whether legislation is desirable on this point.

"This question poses a fundamental problem of the proper scope of the federal government in protecting consumers against the purchase of possible obsolete equipment. This would be a problem not only for this Commission but also for other government agencies. In our field the task would be extremely difficult. Radio broadcasting is but a quarter of a century old and already developments have occurred which in other fields would have taken a century. In the space of a quarter of a century not only has standard broadcasting been developed but in addition two new services - FM and television - have gotten off to a healthy start and facsimile broadcasting appears to be ready to make its debut. Moreover, developments occur so fast that there is no assurance that some revolutionary development will not emerge from the laboratory that will make present systems obsolete because the public advantage to be gained from its adoption ou-weights the public burden incident to partial or complete obsolescence of equipment.

"The radio industry is an empirical industry. Its rapid development has resulted from the vision of its leaders and inventors. New developments cannot be scheduled and therefore, it is extremely difficult, if not impossible, to determine when any piece of radio receiving equipment may become obsolete. We are unable, therefore, to make any recommendation regarding obsolescence of equipment now

being manufactured and sold, unless some arbitrary rule is invoked in order to prevent obsolescence. The Commission is of the opinion that no such rule can be drawn which can be applied with equity under all circumstances. It prefers to reach a decision upon the balance of the public interest, convenience and necessity as determined by each situation."

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EDGAR KOBAK RE-ELECTED PRES. OF MBS

Edgar Kobak was re-elected President of the Mutual Broadcasting System at a meeting Tuesday, March 1, in Chicago, of the network's Board of Directors. He continues in a post which he assumed in November, 1944, upon his resignation as Executive Vice President of the Blue Network.

Mr. Kobak actively entered the radio industry in 1934 as Vice President in Charge of Sales for the National Broadcasting Company. He switched his activities to the advertising field in 1936 when he became a Vice President in Lord & Thomas, advertising agency, but returned to NBC in 1940 to head sales for the Blue Network.

When a year later an anti-trust ruling resulted in the reorganization of the double network system, Mr. Kobak helped to formulate plans which made the Blue Network a separate and wholly owned subsidiary of RCA. He became Executive Vice President and a Director of the new corporation.

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AP BROADCASTERS' GROUP ORGANIZED IN VIRGINIA

Virginia Associated Press radio stations had their own organization last week, designed to help the A.P. improve its around-the-clock news service.

The Virginia Associated Press Broadcasters' Association was formed at a meeting in Richmond, Virginia, and Jack Weldon, General Manager of Lynchburg's Station WWOD, was named as its first president.

The Association will work with the A.P. in gathering news, in news development, and will make suggestions for possible improvements in the A.P. radio news report.

Twelve Virginia A.P. member stations were reported at the meeting.

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During the first 10 months of 1948, the Commerce Department reports, the output of radio receivers in Japan totaled 1,392,-403; transmitters 1,746; and vacuum tubes (including receiver, repeater, transmitter, and other tubes), 9,700,824.

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AFFILIATES WITH A WHOOP BACK NBC IN CBS TALENT RAID FIGHT

There wasn't any "maybe" in the way the owners and operators of the affiliated National Broadcasting Company which met the early part of this week in Chicago stood behind the NBC in the Columbia Broadcasting System talent raid fight.

The NBC affiliates passed the following resolution:

"The affiliates of the National Broadcasting Company in Chicago today hereby express unanimous and enthusiastic approval of the network program policies past, present and those proposed for the future.

"Further, they are in complete accord with NBC's plan to afford opportunities to new American talent and are confident that this field has unlimited potentialities.

"To the end that all NBC programs shall have the widest opportunities, the affiliates declare their intention to accomplish the most aggressive promotion campaign in the history of the industry so that NBC shall further strengthen its position as the Nation's No. 1 Network."

Niles Trammell, President of the NBC, declared that the network has taken a number of important steps, has thirty new programs at its disposal, and has the situation well in hand.

Charles R. Denny, NBC Executive Vice-President, detailed what President Trammell said was the network's long-range plans for strengthening the industry and enlarging the network's position of leadership. Mr. Denny said the answer lay in developing new programming ideas to attract new audiences and in giving advertisers more value for their money. It was said that the newly projected programs would be available to sponsors at "relatively low cost".

Mr. Denny said the NBC has the answer to the present questions:

"It doesn't call for pulling rabbits out of a hat or performing spectacular miracles. It calls for hard work and imagination, week by week. . ."

Most important information to come to the NBC affiliate members was the announcement of a list of almost thirty new programs which NBC controls and which would be ready for broadcast when facilities are available.

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TV SCHEDULES SUSPENDED PENDING INQUIRY INTO INTERCONNECTION

The Federal Communications Commission announces an Order suspending, until June 1, 1949, new tariff schedules of the American Telephone and Telegraph Co. and certain Bell System companies applicable to furnishing coaxial cable and microwave channels for television transmission, which were to have become effective March 1, 1949. At the same time, it ordered a hearing and investigation into the lawfulness of proposed modified regulations and practices of the respondent carriers for interconnecting their TV transmission facilities with those of others. Hearings will be held in Washington on a date to be specified later. Rates are not involved in this - just intercommunication.

The Television Broadcasters' Association, Allen B. Dumont Laboratories, Inc., Philco Corporation and Philco Television Broadcasting Corp., which on February 18, 1949, filed a joint petition requesting suspension of the schedules, were given leave to intervene, also The Western Union Telegraph Co.

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VIDEO ANTENNA ON WINDOW IS PERMITTED CONDITIONALLY

A new ruling affecting the use of exterior television antennae in apartment buildings was handed down in Bronx Supreme Court yesterday, by Justice Eugene L. Brisach. The action involved the legality of a tenant's window ledge antenna.

Joseph Einson, a tenant at 1302 Rosedale Avenue, the Bronx, New York City, was brought to court by the building owners, D. Greenstein, Inc. to show cause why the landlord should not be restrained from removing the antenna, on the ground that it constituted a hazard.

Justice Brisach ruled that the antenna might remain provided the tenant obtaining liability insurance, ranging from $10,000 to $20,000, to protect the landlord in the event of an accident attributable to the antenna.

Court records show that similar cases involving the use of unauthorized roof-top antennae have been decided usually in favor of the landlords.

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BALABAN BELIEVES TV WILL HYPO THEATRE ATTENDANCE

"There is constant talk of television as a threat to our existence", Barney Balaban, President of Paramount said Monday in Hollywood. "Paramount believes television can be used to increase motion picture theatre attendance, by development of full-screen theatre television and the many facets for promotion offered by it."

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POLK MURDER SOLVED, SAYS GREEK AIDE

Security Minister Constantin Rentis said last Monday that the murder of George Polk has been solved.

Mr. Polk, Middle Eastern correspondent for the Columbia Broadcasting System, was found dead in Salonika Bay last May. He had been shot through the head and his hands were tied together.

The Greek Government later announced that Polk was killed as the result of a Communist plot.

Rentis Monday announced the arrest of Mrs. Adma Mouzenides, whose husband, a fugitive has been accused of being the trigger man in the Polk murder.

He said the statements of Mrs. Mouzenides and others "entirely supported" those given by Gregory Staktopoulos, a Salonika newspaperman, and his mother. Staktopoulos was jailed last month when he allegedly admitted taking part in the murder.

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"TEL-A-SEE" CLAIMS EVERYTHING - TV, RADIO AND MOVIES

Fred C. Forney, an architect in Cincinnati, says he will soon put on the market the "Tel-A-See" which will combine television, radio and moving pictures. Mr. Forney said the new device follows the pattern of a television set. The models will have screens of 7 x 9, 8 x 10, and 12 x 15 inch size. The movie projection device, he said, would contain enough film for a two-hour showing and the film would be fireproof.

"Radio music can be turned on when pictures are being screened on a silent set", Mr. Forney said.

"We are fully protected on patents and other rights", he said. "To start with, the parts will be made by other firms on contract and the assemblying will be done in Cincinnati. Later on, we intend to do the entire production job in our plant with a basic personnel of 400 employees."

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NEW INDOOR TV ANTENNA ANNOUNCED BY RCA TUBE DEPT.

A new indoor television antenna, for use in urban areas where outdoor receiving antennas are either impracticable or not permitted, has been announced to RCA parts distributors by the RCA Tube Department.

Of decided advantage to apartment dwellers, the new antenna, requires no outside equipment such as that which formerly was objectionable to some landlords. It is designed for maximum efficiency, simplicity of operation and decorative appearance. When properly oriented, it will receive stations on television channels from 2 to 13 in areas where strong signals from these stations are normally received. The RCA Indoor Television Antenna, No. 202A1, comes complete with a 20-foot length of 300 Ohm RCA Bright Picture Transmission Line.

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::: SCISSORS & PASTE :::

The Atlass Boys Don't Think Radio Is All Washed Up
("Variety")

The big talk here is how the Atlass Bros. - Les and Ralph - for years kingpins of midwest radio operations in Chicago, are thinking in coast-to-coast terms of expanding their radio empire. While on the surface the multiple overtures for expansion of radio activities are linked solely to Ralph, it's no secret that the collaborative talents of both brothers are involved in the behind-the-scenes operations.

For years a midwest sparkplug with his WIND, Chicago, indie, and WLOL operation in Minneapolis, Ralph Atlass is encompassing New York and the Coast in his future sphere of broadcasting influence. "And where Ralph goes, Les' influence would be felt equally", is the guiding blueprint.

Aside from a Chi-L.A.-N.Y. three-way spread, there are many here who say don't be surprised if, out of the current confusion and competitive jockeying for WHAS, important 50 kw outlet in Louisville, the Atlass Bros. emerged as the new owners.

With Ralph Atlass brought in to N.Y. to guide the affairs of WMCA, the Nathan Straus-owned indie that's been taking it on the chin, it is deemed inevitable that the Chi contingent will take over complete management. Meanwhile, Ralph, represented by additional Chi capital as well, is gunning for the takeover of the Thackrey KLAC on the Coast. It would be a contingency deal predicated on the FCC okay for the Warner Bros. to buy the three Thackrey properties, with KLAC in turn being resold because WB wants to hold on to its present L.A. outlet, KFWB.

However, Nate Halpren, former assistant to CBS prexy Frank Stanton and now residing on the Coast, is competing with Ralph for the KLAC outlet.

Atlass freres, oddly enough, are envisioning it all in terms of radio, rather than television. They don't go along with the AM downbeat boys who say that radio is washed up. They still see lucrative days ahead for sound broadcasting. Eventually, they know, they'll have to think in terms of video. But not now.

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"Any Day Is Visiting Day", Says Peacheroo Chicago Secretary
(Ruth Mackay in "Chicago Tribune")

It's interesting to see how the top secretaries in Chicago have achieved distinction. Doris Gundersen, secretary to Comdr. E. F. McDonald, Jr., President of Zenith Radio Corporation, has progressed steadily since her first job. While discharging the duties of whatever position she has held, she hasn't hesitated to make a change for the better.* * *

Any day is visiting day at Zenith, Miss Gundersen says. She enjoys the people who drop in: Comdr. Donald MacMillan whom Comdr. McDonald accompanied on an arctic expedition; Explorer Matthew Henson (he was given the Gold Medal of the Geographic Society of Chicago upon Comdr. McDonald's recommendation); the Australian born explorer,

Sir Hubert Wilkins; Douglas Fairbanks, Jr. and his wife; Louis B. Mayer - all persons in the public eye.* * * *

Miss Gundersen lives near the Zenith plant - "only 15 minutes away". . . is a fine golfer(with a low handicap, between 15 and 16) . . . ranks 10th in the company bowling league of 130 girls . . . owns a dog "Hokey" - "a little lost pup, but smart enough to know he can get away with anything." * * *

Miss Gundersen's position now, with two assistants, a charming office, a pressing but fascinating load of correspondence - and a background of FM music near her desk - is the plum for which she reached.

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Transit Radio
("Washington Post")

Few Capital Transit patrons realized, when the new 13-cent fare went into effect, that they soon would be treated to the transplanted atmosphere of a tea dance. Street car and bus riders, so the announcements say, are now to be lulled by the strains of "soft melodic music" from special FM radios as they jostle for seats. What the announcements do not stress is that the musical venture is strictly a business proposition and that its importance to Capital Transit has a revenue aspect. It is the commercials that make the programs possible.

Any way you look at it, this prospect amounts to an imposition on the rider's privacy. The person who pays his fare on the assumption that it entitles him to silence has no recourse. The ordinary radio listener can flip a button when there is a distasteful program or commercial. The newspaper reader can skip any advertisements he dislikes. Even the barber shop patron can request a haircut without benefit of dialogue. But the commuter is left no choice; he can either listen to the drone of the loudspeakers - or walk.

Some of the curse is removed, to be sure, by restrictions on the type of program to be offered. Capital Transit promises no jumping jive and no heavy symphonies, but light and soothing music. Commercials will be limited to no more than one every five minutes and presumably there will be none of the variety that drags customers out of their seats. There are to be no blaring loudspeakers, but merely enough volume to provide a harmonious background - directed, incidentally, away from vehicle operators. But all these points are merely mitigating circumstances.

The possibilities of more revenue being what they are, it is somewhat less than likely that this violated privacy will make much difference. Transit radios in other cities are proving lucrative devices which apparently do not entail too much customer complaint. But if Capital Transit is to subject a million riders a day to music and advertising blandishments over which they have no control, then certainly the company has a responsibility both to police the type of program offered and to return to the public, either in better service or lower fares, the benefits of increased revenue. Furthermore, the company ought to consider seriously the furnishing of earmuffs to riders who do not hold with the Capital Transit theory that it is not silence, but the lack of it, that is golden.

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TRADE NOTES

G. Richard Shafto, WIS, Columbia, S. C., National Association of Broadcasters' Director-at-Large for medium stations, was last Monday named Chairman of the special new NAB Committee to study international radio frequency allocations.

The Committee is composed of Commander T.A.M. Craven, of Craven, Lohnes & Culver, Washington, D. C.; John H. DeWitt, WSM, Nashville, Tenn.; Everett L. Dillard, KOZY, Kansas City, Mo., H. W. Slavick, WMC, Memphis, and Calvin J. Smith, KFAC, Los Angeles.

WJR, Detroit, has voted a dividend of 10¢ per share to be paid March 10, 1949 to shareholders of record at the close of business March 2, 1949.

The Eleanor and Anna Roosevelt broadcasts will be heard five times a week at 4:45 P.M. over ABC starting Monday, March 7th. For sometime they have been heard three mornings a week. As yet no sponsor has been obtained for this program.

"Development In The Immediate Future of Television Transmission And Reception" will be the subject of an address to be delivered to the Chicago Television Council by J. R. Poppele, President of Television Broadcasters' Association, at its Television Conference on Tuesday, March 8, 1949.

Export deliveries of radio-receiving equipment from Bizonal Germany totaled $39,520 during the first 7 months of 1948; transmitting apparatus, $382.95; and electronic tubes, $89,770.

"The Pollsters" by Lindsay Roberts, which is expected to put a firecracker under the gentlemen who met their Waterloo on the presidential election is now available at the bookstores.

It is advertised as "the book that President Truman called most interesting" and is described as "A pungent Demonstration that the Pollsters do not know what Public Opinion is and hence cannot Measure it" and "A forceful Warning to those who rashly assume that the only Shortcoming of the Polls is their lack of Accuracy".

Dr. Rogers, the author, is Burgess Professor of Public Law at Columbia University. The publisher is Alfred A. Knoff, New York, and the price $2.75.

Stewart-Warner Corporation will introduce a ten-inch-tube television set to operate only on direct current in New York today (March 2), the company announced today. The list price of the set will be $369.95. The company said it was designed particularly for Manhattan apartment house areas which use D.C.

ABC netted $468,676 last year in comparison with a net income of $1,520,756 the year before. The network explained this drop in profits, despite larger gross income, by its heavy expenditures in television.

In 1948 it grossed $54,047,034, compared with $52,922,844 in 1947. In 1947 it paid 90 cents a share, compared with 28 cents this past year.

During his recent visit to Hollywood, ABC President Mark Woods said the chain invested $6,000,000 in television last year and expected to spend another $5,000,000 in the coming 12 months.

The chairmanship of the Greater New York Committee of the United Negro College Fund's campaign has been accepted by Don G. Mitchell, President of Sylvania Electric Products, Inc., it was announced Tuesday by John R. Suman, Vice President of the Standard Oil Company (New Jersey), National Campaign Chairman. Mr. Mitchell is National Vice President of the National Association of Manufacturers and a Director of the American Management Association. The fund's office is at 38 East 57th Street, New York City.

Mr. Mitchell said that the New York drive in aid of thirty-one Negro colleges and universities would start in April.

A joint exploration into the role television can play in education is being undertaken in Philadelphia and Camden primary and junior high schools by the Philadelphia and Camden Boards of Education, the office of the Diocesan Superintendent of Catholic Schools, television station WCAU-TV, and the RCA Victor Division, Radio Corporation of America.

Television receivers will be installed by RCA Victor in 31 public and parochial schools in and around Philadelphia and Camden for the purpose of receiving four weekly telecasts starting next Monday, March 7th. Personnel from the schools systems are cooperating with station WCAU-TV in the development of programs. In order to avoid disruption of the regular classroom work, each of the four weekly programs will be directed to a specific school level.

Chairman John S. Wood (D), of Georgia, of the House Committee on Un-American Activities, has notified J. R. Poppele, President of the Television Broadcasters' Association, that his Committee will consider the request of TBA to drop its ban on television cameras at open hearings.

In his letter to the Committee, Mr. Poppele declared any citizen of Washington, D. C., or any visitor to the nation's capitol has the privilege of attending open hearings of the House group. Television can accord this same privilege to citizens who cannot come to Washington, including veterans in hospitals, he said.

Production of radios in Austria reached a postwar high in September 1948 when 1,803 sets were produced. It is estimated that present capacity is about 18,000 sets per month. The recent increase in production resulted largely from improved availability of raw materials, but it is believed that introduction of the installment payment plan for radio sets also influenced the industry to step up production.

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Robert D. Heinl, *Editor*

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No. 1865

March 9, 1949

ARTHUR GODFREY MAKES PRESIDENT LAUGH WITH CBS WISECRACK

With the President himself among the diners, Arthur Godfrey, top Columbia Broadcasting System commentator, acting as master of ceremonies at the White House Correspondents' dinner in Washington last Saturday night, took occasion to remark:

"Confidentially, Bill Paley sent me down here to see if I could get President Truman to switch to CBS."

The President laughed heartily. A number in the audience not being up on the NBC-CBS talent fight, apparently confused Mr. Godfrey's sally with the recent "switched to Calvert" advertisements but there wasn't any doubt that Mr. Truman quickly got the real point.

Being on the eve of the President's departure for his Florida vacation, it was a gala night. Even Mr. Truman's reference to the White House repairs and the bad condition of the second floor was not taken too seriously:

"We hope to have that remedied by 1952 so that the next man can get in without any trouble."

"That was just a chance remark", one of those present commented. "HST is running for re-election and running hard."

One observer remarked he believed Mr. Truman was being unusually cordial in order to offset his S.O.B. characterization of Drew Pearson and to show his high regard for some of the other commentators and correspondents.

An interesting incident of the evening was the taking off of one of the President's stock campaign speeches by Robert G. Nixon of the International News Service, President of the White House Correspondents. Mr. Nixon concluded his talk with President Truman's best campaign line: "And now how would you like to meet the family?" Whereupon Nixon proceeded to introduce the newly elected officers of the White House Correspondents' Association, and, of course, the audience roared.

It made such a hit, in fact, that the by-play was continued the next day when the White House vacation party arrived at Key West and President Truman turned the tables by meeting the press and radio plane and pretending to interview Mr. Nixon. This was a complete surprise and Nixon and the others were almost knocked out of their shoes when the President sprang the question, "What About Molotov?" which he well knew was going to be the first thing they had intended to ask him.

Incidentally these surprises between the President and the White House newsmen have been going on for sometime. For instance, they pulled a fast one on him at their dinner last year. There was a skit participated in by "Spike" Jones orchestra in which doubles of famous personages would stroll across the stage. One of these

was supposed to be Joseph Stalin and the likeness was exceptionally good. A little later there came someone the audience thought to be dressed to represent Miss Margaret Truman. The likeness was so striking that one of the diners said in astonishment: "It is Margaret." Sure enough it was and no one was more surprised, or pleased, or applauded more heartily as she came forward to sing, than her father.

"You surely put one over on me that time, boys", the President exclaimed.

Among those who attended the White House Correspondents' Dinner were Vice-President Alben W. Barkley and Col. Louis A. Johnson, newly named Secretary of Defense. From the radio industry were:

Martin Codel, William E. Coyle, Earl Gammons, Earl Godwin, Richard Harkness, Sen. Edwin C. Johnson, Philip G. Loucks, Claude Mahoney, Oswald Schuette, Paul M. Segal, Frank Stanton, Sol Taishoff.

The entertainment was furnished by:

Danny Kaye, Polyna Stoska, Metropolitan Opera singer, the Zucker Sisters, classical pianists, and Stan Kavanagh, juggler.

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SARNOFF, BACK FROM ABROAD, REPORTS EUROPEAN OUTLOOK BRIGHTER

Returning aboard the S.S. America from a six weeks' business trip abroad, Brigadier General David Sarnoff, Chairman of the Board of the Radio Corporation of America, reported last week that "provided the United States maintains the diplomatic initiative we now hold, the outlook for Western Europe is brighter than it seemed a year or two ago."

Strongly favoring both the Marshall Plan aid program and the proposed North Atlantic Security Pact, General Sarnoff explained that "American help toward Western European recovery is the basic factor in preventing the advance of Communism across Europe."

"Conditions in England, France and Italy are visibly better than they were a year ago, and the same is reportedly true of the other countries aided by the Marshall Plan", said General Sarnoff. "But the basic financial, economic and political problems of Europe as a whole remain unresolved. In my view sound solutions to these vital problems are not likely to be found so long as the 'cold war' between East and West continues and so long as Russia blocks the completion of the Austrian and German peace treaties."

During his trip, General Sarnoff testified at the British Arbitration Tribunal on the nationalization of Cables and Wireless, Ltd. He also had private interviews with Prime Minister Clement Attlee, Winston Churchill and heads of American diplomatic missions as well as leaders of the French Government and European businessmen.

The General said he found much less evidence of "war scare psychology" and a much calmer resolve among the peoples living under difficult conditions.

"My best impressions are not negative", he continued. "The very crises which Russia is creating by her actions on the Continent have brought about a closer affinity in Western Europe than has ever been known before in times of peace."

General Sarnoff warned that a serious setback in the American economy would have grave repercussions in Europe. He added that he does not foresee any major economic recession in America.

Speaking specifically of France, General Sarnoff said that any predictions on the political scene there are "as hazardous as ever." But he was favorably impressed with the success of the French Government's domestic loan which "increased the value of the franc and the strength of the center group parties, at the expense of the extreme Left and the extreme Right."

On Britain, General Sarnoff did not hesitate to point out that British Laborites would soon have the delicate choice between protection of human rights and expanding socialistic theory.

The General was accompanied on his trip by his son, Robert W. Sarnoff, Assistant to the National Director of Television Programs of the National Broadcasting Company.

"My son's mission was to make a detailed study of television in England and France", the General stated. "Every facility was afforded us by the British and French authorities to study the television situation in their countries. We feel progress is being made by British television and plans are also under way to advance television in France. However, we saw nothing in British or French television as far advanced as are the techniques and services in the United States. Britain and France are the television leaders of Europe."

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MICROWAVE RELAY TO LINK CROSLEY OHIO TV STATIONS

A complicated system of microwave units, metal screens, cables and towers is expected to enable Dayton and Columbus television stations to receive the programs aired by WLW-T, the Crosley Broadcasting Corporation's Cincinnati station, beginning late this month.

Shows originating in Cincinnati, DuMont and NBC network kinescope features and films shown over WLW-T will all arrive in Dayton and Columbus by means of this complex relay system.

Within a few months, WLW-D will originate its own shows, which will be sent along to WLW-C. Additional equipment will later be installed at the relay points - Dayton and Mechanicsburg - to handle two-way transmission of programs.

For the first few months, however, programs will follow a one-way route, from Cincinnati to Dayton to Mechanicsburg to Columbus.

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NBC AFFILIATES GO HOME REASSURED BY TRAMMELL SCRAPPY COMEBACK

Apparently the peppery defiance of Niles Trammell, soft spoken Georgian, President of the National Broadcasting Company, aided by Charles R. Denny, equally soft spoken Marylander, NBC Executive Vice-President, of the Columbia Broadcasting System talent raids was completely satisfying to the owners and operators of the NBC affiliated stations at their meeting in Chicago last week. The other way around, no executive ever received more heartening support than the NBC affiliates' now famous resolution gave to Mr. Trammell.

NBC already has under way many new plans further to assure itself and its affiliated stations of a profitable, permanent future in sound broadcasting, Mr. Trammell informed those at the meeting. He outlined NBC's basic position in these words:

"We have to face up to the challenge of giving even greater value to present advertisers. We've got to make broadcasting attractive to additional advertisers by bringing total radio costs down. And we must do all this without sacrificing our own economic position, or yours, during the years ahead.

"Besides being an advertising business, radio is show business. It cannot be satisfied indefinitely with the same material, the same performers, and the same programs. It must not only expect programming changes. It must be alert and aggressive in bringing about the changes which are necessary to hold audiences and attract new listeners in competition with other forms of entertainment. If radio is to maintain its competitive edge, it must be constantly developing new personalities and new ideas."

The detailed steps by which NBC's new long-range policy will be executed were given by Mr. Denny. The sound broadcasting industry today, Mr. Denny pointed out, faces not only the problem of maintaining radio's popularity in competition with other forms of entertainment, but also maintaining advertising support. The answer, he pointed out, lies in developing new programming ideas to attract new audiences, and in giving advertisers more value for their money.

"The National Broadcasting Company", Mr. Denny asserted, "is pledged to do this job, and it is well equipped to do it. It has the experience and the brains to plan a course that will keep it on top in sound broadcasting. It has the money and the resources to back up these plans. And, above all, it has the resolve to use its money, its experience, and its every effort for that purpose."

Describing the results of the Chicago meeting in superlatives, George Rosen wrote in Variety:

"Niles Trammell, President of NBC, won probably his greatest personal triumph in broadcasting as the entire affiliate membership, called into emergency session, gave him and the network a complete vote of confidence and unanimously endorsed his: "Operations: 1949."

"If any of the boys were expecting fireworks or serious defections from the network in the wake of the CBS succession of talent raids, they were doomed to disappointment. It was Trammell's show, and he won hands down."

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WRC, WASHINGTON, DEVELOPS NEW RADIO SURVEY TECHNIQUE

Station WRC, Washington's NBC outlet, is trying out a new research technique developed under the direction of James Seiler, to meet the growing need for an absolute measurement of radio listening in a specific area. It is believed to be the first accurate survey method covering all radio listening, both inside and outside the home, of all members of the population from "cradle to grave".

WRC has just completed the first trial of the new method and has been able to produce complete audience data on every program broadcast on any Washington station during the six week experimental period in January-February.

Characteristics of the metropolitan Washington population of 1,300,000 individuals were found to be:

Persons having radio(s) in home: 97.6%
Persons having telephones in home: 86%
Persons having television in home: 8.5%
Persons having FM radio in home: 11%
Persons who read newspaper(s) on typical day:
- a. Persons with TV in home: 75%
- b. Persons with no TV in home: 72%
- c. All persons: 72%

Average time spent reading newspapers by those who do read newspapers daily: 57 minutes
NOTE: Average time for entire sample including non newspaper readers on typical day: 41.5 minutes
Persons having auto in family: 56%
Persons having auto radio in working condition: 30%
Persons listening to auto radio on typical day: 12%
Average time spent listening to auto radio by those who listen to auto radio on typical day: 50 minutes
Persons who view television on typical day:
- a. Viewers with sets in home: 70%
- b. Viewers without sets in home: 7%
- c. Total population viewing on typical day: 12%

Average time viewing TV by those who view TV on typical day:
- a. Viewers with sets in home: 162 minutes
- b. Viewers without sets in home: 92 minutes
- c. Total population viewing on typical day: 124 minutes.

Persons who listen to FM on a typical day: 5%
Person who listen to standard AM radio on a typical day:
- a. With TV in home: 49%
- b. No TV: 72%
- c. Entire population: 70%

Average time spent listening to AM radio by those who listen to AM radio on typical day:
a. TV in home: 121 minutes
b. No TV: 165 minutes
c. All: 162 minutes
Persons who attend a motion picture during typical week:
a. TV in home: 32%
b. No TV: 36%
c. All: 35%
Average time spent reading newspapers on a typical day by all adults, including non readers - 48 minutes
Average time spent listening to AM_FM radio on a typical day by all adults including non listeners: 130 minutes
Average time spent reading newspapers on a typical day by all children including non readers: 7 minutes
Average time spent listening to AM-FM radio on a typical day by all children including non-listeners: 73 minutes.

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ELMER CAPTURES OVERSEAS AWARD; THEN RADIO ASSN. PRESIDENCY

Elmer Davis, Washington commentator on the American Broadcasting Company network, was Tuesday elected President of the Radio Correspondents' Association, composed of members of the radio gallery of the Senate and House of Representatives.

Friday evening, Mr. Davis received the Overseas Press Club of America Award for the "best radio interpretation of foreign news" at a large dinner in New York City.

Mr. Davis, a native of Indiana and wartime Director of the Office of War Information, has received many awards for his achievements in the field of radio news reporting.

William R. McAndrew, WRC-NBC, was elected Vice President; Francis W. Tully, Jr., Yankee Network, Secretary; and Bill Shadel. CBS, Treasurer. Members at large are: Howard Kany, AP radio; Rex Goad, Transradio Press, and George E. Reedy, Arrowhead Network.

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G. R. SWIFT NEW WCBS N.Y. GENERAL MANAGER

G. Richard Swift has been appointed General Manager of WCBS, key station of the Columbia Broadcasting System in New York. Mr. Swift takes over the duties of Arthur Hull Hayes, who had been General Manager of WCBS from 1940 until his recent appointment as Vice President in charge of the network's San Francisco office. Mr. Swift has been Assistant General Manager of WCBS since May 20, 1946. He has had 16 years' experience in network and local radio programming, sales and administration.

Mr. Swift was born in Newark, N. J. on October 2, 1912. He joined CBS in December, 1932, after graduating from Montclair (N.J.) High School.

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DENY ULTRA HIGH FREQUENCY WOULD OBSOLETE PRESENT TV SETS

Two top executives, J. R. Poppele, President of the Television Broadcasters' Association, meeting in Chicago, and David B. Smith, Philo Vice-President at the Institute of Radio Engineers' convention in New York City, denied that ultra high frequency (UHF) television now under consideration by the Federal Communications Commission would obsolete present television sets.

The UHF discussion was sparked by page newspaper ads appearing in the principal cities captioned: "Expected Changes in Wavelengths Will Not Obsolete Zenith Television". The ads continued:

"Zenith is the only television receiver on the market today with a specially designed built-in turret tuner with provision for receiving the proposed new ultra high frequency channels on the present standards.

"When you invest in television, now or later, be sure that you buy a television receiver with positive built-in assurance that it will not be made obsolete by any contemplated changes in television channels.

"With Zenith Television no 'converter' will be needed."

Mr. Poppele said in Chicago:

"What may happen is that the Commission might withdraw VHF channels from certain smaller communities that were assigned to them, but with no stations yet on the air, and turn these channels over to metropolitan areas."

The TBA president added that "in place of these channels, the Commission probably would assign UHF bands to the smaller areas."

"Manufacturers then would produce dual band receivers for use in these areas - the dual bands being a protection for the set purchaser who might move to a VHF area later", Mr. Poppele continued. "Conversely, if a person with a VHF television set should move into an area where UHF stations were operating, a simple, inexpensive converter would be obtainable to permit reception in the higher frequencies", he explained.

Mr. Poppele summed up the UHF-VHF matter with the assertion: "I am firmly convinced the present commercial VHF band will be with us for years and years - possibly forever. There should be no fears that VHF band with its immense investment in transmitters and receivers will be rescinded."

In making the UHF tests, Philco engineers were reported to have found that they could obtain satisfactory reception by using a simple three-tube converter attached to a standard Philco television receiver. "Thus, when UHF television service does come, it will not obsolete current television sets", it was said.

"Zenith television receivers are the only receivers presently being marketed which contain an advanced type of turret tuner with provision for receiving not only the frequencies presently allotted to television, but also the ultra-high frequencies on present standards which the Federal Communications Commission is expected to make available to television broadcasters in order to give satisfactory coverage", E. F. McDonald, Jr., President of the company, said.

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STATE MOVE TO END MARYLAND RADIO NEWS GAG; WBAL FINED $200

Just prior to Judge John B. Gray fining WBAL, Baltimore, $200 last Monday, the fourth radio station in that city to be convicted of violating Baltimore's court rules which are aimed to prevent broadcasting of Baltimore crime news, a bill was introduced in the Maryland State Senate which would prevent State courts from establishing any rule "to limit or abridge the liberty and freedom of the press."

The "free press" bill was introduced by Senator P. G. Stromberg, Democrat of Ellicott City, publisher of several Maryland weekly newspapers. The proposal was drawn by Stromberg and a committee of the Maryland Press Association.

Stromberg said he has already received "strong, favorable reaction" to the bill.

"The courts, the State's attorneys and police can well control the dissemination of any facts as to statements or data on the confessions or guilt on the part of those charged with a crime, in the same manner as the deliberations of grand juries are maintained in secrecy", the bill states.

This can be done, the measure adds, "without the necessity of the courts abridging the liberty of the press."

Karl F. Steinmann, counsel for Hearst Radio, Inc., owners of WBAL, announced that the $200 fine would be appealed.

WBAL argued that it used only the fact that James had a previous record and that it could have learned this by going to newspaper files and court records rather than from the announcement attributed.

One section of the special code prohibits statements by police officers about the conduct of an accused and publication of news obtained in violation of the rule.

Judge Gray, assigned to Baltimore from his circuit in Southern Maryland to hear the case, found that WBAL actually got its information about James' criminal record from Atkinson, by way of a United Press dispatch.

The judge said he made the WBAL fine less than the $300 penalty he imposed on some of the other stations because the broadcast material "came from a reliable source and was made in good faith."

Steinmann argued that the violation was part of a 25-second news announcement about the sensational murder case and declared it "sheer nonsense to say that it had such consequences that the entire Jury panel would have been disqualified."

Steinmann attacked validity of the court rule. He said it gravely endangers freedom of speech and the press.

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PARENTS URGED TO STUDY RADIO, MOVIES, NOT TO BAN THEM

Parents are warned against banning the comics reading, radio listening, or movie going of their children in a new twenty-cent pamphlet, "Comics, Radio, Movies - and Children" by Josette Frank, just issued by the Public Affairs Committee, Inc., which describes itself as a non-profit educational group at 22 East 38th Street, New York.

Miss Frank advises parents to respect their children's rights and feelings. Don't throw away their comics. Don't shut off their favorite radio programs needlessly. Don't drag them out of the movies in the middle.

Instead, parents are urged to get to know what their children are reading, seeing, hearing - to listen with them to their preferred program, to read their favorite comics, and to discuss them together.

Parents are told to watch their children's reactions to exciting programs or movies. If they appear to be too upsetting, parents can suggest to their youngsters that they skip them for a while. Just sitting with the children while they are listening or watching, however, may be sufficiently reassuring.

The pamphlet suggests that parents see that their children have plenty of enjoyable things to do, places to go, varied experiences, and real adventures, so that radio listening or movie going does not absorb them to the exclusion of other interests and activities.

In suggesting ways by which the community at large may help solve the problems raised by comics, radio, and movies, the author declares that the community must see that there is plenty of opportunity for boys and girls of all ages to have fun, creative interests, and satisfying activities.

Parent-teacher groups, local radio or motion-picture councils, and other citizen organizations are urged to study what is actually available to their children on the newsstands, on the air, and at the movies. Such groups, it is suggested, should express their approval or disapproval in writing to those responsible for good or bad programs, movie or comics. It is also possible for them to enlist the cooperation of local radio stations and motion-picture exhibitors in offering programs of special interest and value to children.

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SYLVANIA NET UP 52% FOR 1948; $99,347,751 SALES

Net income of Sylvania Electric Products, Inc. for 1948 was the largest of any year in the company's history, reaching $3,823,382, an increase of 52 per cent over 1947, it was disclosed in the annual report being mailed to stockholders.

Sales rose to $99,347,751, a 3.8 per cent increase over the $9 5,715,638 sales of 1947.

Earnings per share were increased to $2.84 on the 1,206,550 shares outstanding at the end of the year, as compared with $2.10 per share on the 1,006,550 shares outstanding at the end of 1947.

Current assets rose from $45,215,738 to $50,094,854 and were more than three times current liabilities of $16,254,073.

Most significant last year was the expansion of the company's cathode ray tube manufacturing capacity, production at the end of the year being at the rate of 500,000 tubes annually. Substantial investment was made in facilities and working capital for this product. It is estimated that total addition to plant for manufacture of these tubes will require $5,000,000 for 1948 and 1949.

Two new plants to manufacture television tubes were purchased last year, one at Ottawa, Ohio, which went into production in December and the other at Seneca Falls, New York, which is expected to start production this Spring.

Due mainly to expansion in the television field, Sylvania's sales forecast for 1949 is substantially higher than last year. It is estimated that television sets and tubes for television will represent about one-third of the company's total sales for this year.

The company believes it has the opportunity to take an even more important place in the television set market than it has had with radio sets.

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PETRILLO MUSIC FUND ALLOTMENT TOTALS $1,400,212

The AFL American Federation of Musicians has appropriated $1,400,212.42 for its 1949 free public music program throughout this country and Canada, Federation President James C. Petrillo said last Sunday.

This year's appropriation was described by Petrillo as the third and final allocation from the Federation's recording and transcription fund. It consists of royalties pair on recordings and transcriptions under an arrangement with the recording industry.

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ZENITH NINE MONTHS' NET OPERATING PROFITS $2,025,781

Zenith Radio Corporation reports estimated net consolidated operating profits for itself and its subsidiaries for the first nine months ended January 31, 1949, of its current fiscal year amounting to $2,025,781, after Federal income tax provision of $1,227,450, depreciation, excise taxes and reserves for contingencies.

Net consolidated operating profits for the three month period ended January 31, 1949, amounted to $1,041,246, after Federal income tax provision of $628,306, depreciation, excise taxes and reserves for contingencies.

"Sales of regular radio receivers have declined somewhat from the level experienced a year ago", E. F. McDonald, Jr., President reports further. "Most models, however, particularly table model FM receivers, continue to move at a satisfactory rate. The Company has received some cutbacks in auto radio production. An increasing number of new cars are being offered to the public with radio as optional equipment instead of being factory installed.

The financial condition of the Company continues satisfactory. In order to finance the expansion of manufacturing facilities, including the purchase of The Rauland Corporation, the Company recently borrowed $4,000,000.00 on a long term loan from The First National Bank of Chicago.

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SCHREIBER, WGN, CALLS PROGRAMMING TV'S CENTRAL PROBLEM

All of television's basic problems flow from the central problem of programming, Frank P. Schreiber, Manager of WGN, Inc., stated in an address to the first annual National Television Conference in Chicago on Monday (March 7).

Citing television as the world's newest and possibly greatest medium of entertainment, information and public education, Mr. Schreiber said, "The fundamental engineering problems of television have been solved and the manufacturers' displays at this convention prove the genius of current developments and refinements. The sales problem is one of circulation."

"WGN-TV long ago made its general policy clear", said Mr. Schreiber, "when our announcers began to say, 'This is WGN-TV, Chicagoland's family television station.' It is our purpose to present interesting programs for all members of the family."

"In the early days of television", Mr. Schreiber continued, "the problem of producing good programs was a necessity, but was not acute. There was a great deal of curiosity on the part of the public in television which led to the early purchase of receivers, but as more and more stations came on the air, it was apparent that, as in the case of radio in the amplitude modulation field, viewers would watch programs and not remain tuned to one station. Therefore, it

is important that television station operators direct their efforts to the best productions possible both from a material standpoint as well as from the standpoint of quality of production in staging, camera work and intelligent handling."

Stating that the motion picture industry has been hiding its head in the sands of Hollywood up to now, Mr. Schreiber said, "Rather than cooperate with television, the film people have trembled with a kind of adolescent fear."

Pointing out that "cooperation is more practical than hibernation", Mr. Schreiber declared, "I hope that some day soon our film executives will see television in its true perspective and realize the great benefits that this new industry holds for them."

Concerning rights to sports events and other special features, Mr. Schreiber said there is an area of vast confusion and misunderstanding. "This will continue until television management thoroughly understands the problems of sports promoters and until promoters give careful thought to television circulation, costs and potential", he said. "Generally speaking, it is my conviction that television can and will promote sports as they have never been promoted before and that the box office will not suffer when the events are televised."

Concluding his address, Mr. Schreiber declared, "The only limit to the effectiveness of this new medium is our imagination. Television demands mature judgment and the spirit of adventure. No one in this room knows enough about it to be arbitrary or dogmatic. An open mind; the courage to take a chance; the ability to learn quickly from trial and error - these are television's prime requisites."

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WASHINGTON, D.C., BARS TELEVISION FOR DRIVERS IN CARS

Installation of television equipment in motor vehicles so as to be visible to the drivers was prohibited last week by the Washington, D. C. Commissioners on the grounds that such installations would create a traffic hazard.

The action was taken on the recommendation of Director of Vehicles, and Traffic George E. Kneipp. Similar legislation was passed by the Maryland State Legislature and is now before Governor William Preston Lane, Jr.

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ASCAP-NAB COMMITTEES HARD AT WORK ON TV NUT

Television music committees of the National Association of Broadcasters and ASCAP will meet every afternoon this week in an effort to work out licensing plan for TV, Robert P. Myers, NBC Assistant General Attorney and Chairman of the NAB Committee, said last Friday.

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SCISSORS AND PASTE

All This And A Friend Of Truman Too

(By Campbell Watson in "Editor and Publisher". John A. Kennedy mentioned in this article and highly regarded by President Truman, is also President of WCHS (CBS) at Charleston, West Virginia, and WSAZ (ABC), Huntington, West Virginia.)

Hefty socks on the chin for every matter opposed to the public interest is the continuing schedule of the San Diego Journal, explains George Chaplin, Managing Editor. * * * * *

"It's sort of an old-fashioned religion. We confine our campaigns to local matters, but we aim to keep on socking", explained Chaplin.

The socking technique, after the fashion designed by John A. Kennedy, publisher, began when Kennedy bought the Journal from Clinton D. McKinnon late in 1947, but it was not until last May that he obtained Chaplin as Managing Editor for the thumping procedure. Previously he had revamped his staff and obtained Paul W. White, former Director of News Broadcasting for Columbia Broadcasting System, as Associate Editor.

Meanwhile, Howard L. Chernoff, General Manager of Kennedy's activities, had begun devoting a good portion of his time to the new acquisition. Chernoff directed the news "blasting" technique which marked Kennedy's radio stations in West Virginia. * * * *

Kennedy operations are based on the belief that "we must stand out for what we believe to be true", Chernoff explained. They are inspired by the knowledge that continued drive means an eventual break-through, as learned by Kennedy when he lit fires of Congressional investigation while on the Washington beat.

"We had an example just recently, and it made all the tough going worth while" he (Chernoff) advised. The story was that of an attempt to sell advertising to a local merchant, and of his refusal to hear the sales talk. A newspaper was sent him, but he called that off the second day of delivery. Chernoff went to see the merchant personally. He was told there was no chance of any sale of anything.

"I don't like your policies. I don't like the candidates you endorse for election. I don't like your paper," was in substance the merchant's reply to Chernoff's plea for business.

Chernoff told the merchant he was sorry but the paper would continue to say what it believed to be the truth on allmatters it judged worthy of the community's attention. The Journal wanted business but it would not change policies or shift attitudes to obtain it.

"Then a few months later came the thing which makes this business "worth while", Charnoff said. "The merchant called, asked that an advertising solicitor be sent to him, and told our representative:

"'I still don't like your policies, your candidates, or your paper. But I do admire your guts.'"

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Sleepy General Saved CBS On Orson Welles Mars Broadcast Scare
(United Press)

When a Quito, Ecuador, radio station broadcast a Wellesian "Man from Mars" invasion program, it was burned by an angry mob and 15 persons were killed.

The story reminded Harry C. Butcher, a former Naval Aide to General Dwight Eisenhower, that there might have been trouble in the United States because of Orson Welles' broadcast if it hadn't been for a sleepy Major General.

Butcher, who wrote "My Three Y ears With Eisenhower" and now owns Radio Station K-I-S-T in Santa Barbara, was a Vice-President of the Columbia Broadcasting System when Welles made his broadcast.

Frank McNinch, who was then the Chairman of the Federal Communications Commission, said his group would investigate the broadcast and hold hearings on the renewal of CBS licenses.

Butcher immediately ordered transcriptions of the broadcast and invited President Roosevelt's press secretary, Steve Early, and Military Aide General P. T. "Pa" Watson to hear the show.

After a big dinner, the group settled to listen to the program. Right in the middle of the most exciting part, Butcher said they suddenly heard loud snores.

It turned out to be sleepy Major General Watson.

When word reached the President and McNinch that the supposedly frightful show had put Watson to sleep, it was laughed off by the Government chiefs and forgotten.

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UHF To Be Added, Not VHF Taken Away
"Television Digest")

Whatever the public prints may report, whatever any public or private individual may opine personally, this can be stated unequivocally to those of you worried about loose talk from Washington:

There's no plan afoot to take away any of TV's present 12 channels.

In as straightforward language as any ex-broadcaster-newspaperman could possibly employ, FCC Chairman Wayne Coy told NBC affiliates in Chicago Tuesday: "I see no reason to expect, unless there is a major catastrophe, that Channel 4 or any other vhf channel is not going to be available for a hell of a long time. . .Don't get alarmed. There's no present proposal to change them, in spite of all you hear."

Reference was plainly to misapprehensions growing out of FCC's question-answer letter to Senator Johnson last week, and the confusing news reports resulting therefrom. Even the usually careful AP scared lots of prospective TV set buyers, got many manufacturing-telecasting folks in a dither, with Washington dispatch by an obviously uninformed reporter stating: "The Government's radio officials would like to put TV signals into higher frequency bands - too high for present sets...in the uhf band. It is now limited to 12 vhf bands which the Commission termed inadequate. The move, it said, would make present sets obsolete..."

FCC of course is planning to add uhf to provide more channels for service to more areas, requiring added circuits to receive such new stations when they're built - a year or more hence. But this is really what it said about the present 12 channels, with no dissents

(Continued on bottom of page 16)

TRADE NOTES

Printed copies are now available of the much discussed address Dr. Edwin H. Armstrong, Professor of Electrical Engineering of Columbia University, made at the Radio Club of America. Dr. Armstrong's remarks are incorporated in Volume 25, No. 3, of the Club Proceedings for 1948. The Radio Club address is 11 West 42nd Street, New York City.

Farnsworth Television and Radio Corporation - Nine months ended on Jan. 31 (subject to audit): Consolidated net loss $3,479,148, compared with net income of 230,441 or 14 cents a share of capital stock in the nine months ended Jan. 31, 1948.

Edward "Bill" Reiche, Eastern Editor of Popular Mechanics Magazine for the past three years, has joined the staff of the Department of Information, Radio Corporation of America.

Following his graduation from the University of Pennsylvania in 1932, Mr. Reiche was a member of the reportial staffs of the Brooklyn Times Union and Brooklyn Eagle. Later he was Manager of the Central Publicity Division of the Westinghouse Electric Corporation in Pittsburgh.

January sales of radio receiving tubes, in a seasonal decline, w ere 5.7 million under those in December and 2.4 million under January, 1948, the Radio Manufacturers' Association reported. Tube sales in January totalled 13,508,906 compared with 19,270,164 in December and 16,004,927 in January a year ago.

The National Broadcasting Company is maintaining approximately a four-to-one lead over its nearest competitor in the number of station hours sold for network television commercial programs, according to Harry C. Kopf, NBC Administrative Vice President in Charge of Sales.

Effective April 1, 1949, the basic rate for Station WCBS-TV, Columbia Broadcasting System television outlet in New York City, will become $1,500 per nighttime hour.

CBS advertisers using WCBS-TV prior to April 1 will be protected at the old rate on all periods used without interruption until October 1 of this year.

Officers and members of the crew of Argentine cruiser Almirante Brown, which has been making a goodwill visit to New York, are taking upwards of 600 radios back to Argentina. American radio sets and cameras proved the most popular of their purchases.

A high-frequency radio network employing the latest equipment developed by the Radio Corporation of America has been set up by 60 patrol cars of the Police Department in Caracas, Venezuela.

In addition to two 250-Watt transmitters at central police headquarters, the network comprises six 60-watt fixed stations at other points in and around the city that are operated by remote control from police headquarters.

The Federal Court last week approved sale of obsolete parts owned by the Majestic Radio and Television Corporation which is undergoing reorganization. Bids were made in the court of Federal Judge Philip L. Sullivan on the parts having an original value of $600,500. C. H. Hyman, a radio jobber of Brooklyn, N. Y., bought the lot for $102,000. Company trustees, John E. Dwyer and Donald J. Walsh, are to present a plan of reorganization to the court on April 1st.

Awards for outstanding foreign correspondence in 1948 of the Overseas Press Club of America in New York lastweek were presented to Harold Callender of The New York Times; Henry Cassidy, National Broadcasting Company; James Reston, The New York Times; Jack Birns, Life Magazine; Elmer Davis, American Broadcasting Company, and Homer Bigart, The New York Herald Tribune.

Friends in the Capital have received word that Kurt G. Sell, former Washington correspondent for the German news agency, DNB, and the German Broadcasting Company, died on February 17 in Lisbon, Portugal, of a heart attack. Mr. Sell was a correspondent in Washington for many years before the war. In recent years, he had taught English classes in Lisbon.

Among the Annual Advertising Awards in New York City last week for radio were:

Four Bronze Medal Awards: Commercials: Metropolitan Life Insurance Co., Agency; Young & Rubicam, Inc.

Programs: Single Program, Kraft Foods Co.; Agency: Needha, Louis & Brorby, Inc.

Series of Programs: Johnson & Johnson; Agency: Young & Rubicam, Inc.; Ohio Bell Telephone Co., Agency: McCann-Erickson, Inc.

Four new appointments have been made in the RCA Tube Department, filling vacancies created by promotions.

W. L. Rothenberger, formerly Manager of Renewal Sales, has been appointed Assistant General Sales Manager. William H. Painter has been appointed Manager of the Merchandise Division. Formerly Manager of the Cathode-Ray Tube Products Section of the Lancaster, Pa. plant, he will now be responsible for merchandise planning and coordination for all Tube Department products.

H. F. Bersche, formerly Manager of the Renewal Field Force, succeeds Mr. Rothenberger as Manager of Renewal Sales Section; and M. J. Carroll has been appointed Manager of the Equipment Sales Section

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(Continuation of "UHF To Be Added, Not VHF Taken Away" from page 14)

on this wording: "Television sets presently being purchased will not be rendered entirely obsolete by developments unless the Commission deletes the present 12 channels entirely...No proposal has been made to the Commission nor is there any notice pending to delete any of the present 12 channels...Thus, on the basis of present distribution of receivers, most of the owners of TV sets could get a great deal of usefulness from their sets even if uhf channels are added."

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Radio — Television — FM — Communications

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Robert D. Heinl, *Editor*

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No. 1866

March 16, 1949

TV ROW SPLITS INDUSTRY, AROUSES CONGRESS, DAZES PRESS, PUBLIC

With a Congressional investigation of the Federal Communications Commission looming as a result of the report that many of the television sets manufactured to date will suffer obsolescence if the Commission moves television into higher bands, the industry itself is still seething, the newspapers are divided and the buying public is badly confused.

Denying that the fears of obsolescence are such highly placed officials in the industry as J. R. Poppele, President of the Television Broadcasters' Association, Max Balcom, President of the Radio Manufacturers' Association, Dr. Allen B. DuMont, President of DuMont Laboratories, David B . Smith, Vice-President of Philco and others.

Charging that obsolescence will surely follow in most present day television sets if the change is made, and opposing the above group single-handed is E. F. McDonald, Jr., President of the Zenith Radio Corporation of Chicago. Commander McDonald maintains that in anticipation of just such a situation as this, Zenith sets and Zenith only, are equipped with a built-in tuner which will also receive the proposed high frequency channels. Furthermore Gene McDonald, through a series of full page advertisements in the newspapers in cities now having television, has stirred up a hornet's nest by advising the public regarding what he believes the television situation to be.

"Competitors wired newspapers that publication of Commander McDonald's advertisements would be detrimental to the entire television industry", Ted Leitzell, of Zenith said. "They did not comment on whether it was detrimental to the public to buy sets without warning that they might soon become obsolete."

Some newspapersas a result of the competitors' telegrams refused to carry the Zenith ads. Also competitors are reported to have complained to the Federal Trade Commission regarding McDonald's exclusive tuner claims.

In the Middle of the television fight is Senator Edward C. Johnson, (D), of Colorado, Chairman of the Committee on Interstate Commerce, which has to do with radio in the Senate, who is bearing down on Wayne Coy, Chairman of the Federal Communications Commission trying to get at the facts in the matter.

The latest heard from Senator Johnson at this writing is a letter he addressed to Robert G. Kramer, President of the Remington Radio Corporation at White Plaines, N. Y., manufacturers of television sets. Mr. Kramer protested against a proposed law which would require manufacturers to warn purchasers that television sets may soon become obsolete.

Mr. Kramer write that statements and rumors from Washington "concerning television wave lengths had thrown the entire television industry into confusion." "If television-set buyers were to be warned concerning obsolescence, so should buyers of all manufactured products", Mr. Kramer declared.

"You speak", Senator Johnson replied, "of a 'present conceived plan' to use the so-called low channels in large metropolitan areas and to supplement this coverage with the high channels for rural areas. While I have heard rumors of this so-called plan, I am constrained to observe that they are not any more than rumors and that the Federal Communications Commission has issued no decision nor made any rules embodying such a plan or decision to carry it into execution. Therefore, your comment on this point is purely hypothetical, and no one planning to invest several hundred dollars in a television set has any right to make plans on such a contingency.

"We do know that the present VHF (very high frequency) will not permit the establishment of a nation-wide television service. We also know that the UHF (ultra high frequency) channels eventually must be opened up to commercial television operation in order to afford such a nation-wide television service. Whether or not the present VHF channels are retained for television service it is a fact that when and if the UHF channels are opened additional television transmitting station allocations will be made in those frequencies.

"Neither you nor I know today whether such additional allocations in the UHF band will be made in cities which already have been assigned stations in the VHF band. However, it is logical to assume that those cities which today are limited in the number of allocations for television stations because of the limited number of channels available will have assigned to them additional television stations in the UHF band. When that takes place television set owners in those cities obviously are not going to be able to receive the transmissions of the new stations."

The McDonald full page advertisements were captioned: "Expected changes in Wavelength Will Not Obsolete Zenith Television." the first one which appeared on or about Sunday, March 7th, was refused by 11 out of 41 newspapers, and the second, March 14th, by 15 out of 52 papers.

The Chicago Tribune, Chicago Herald-American and Chicago Sun-Times turned down the first ad after receiving warning from Zenith competitors but all three ran the second ad. On the other hand, the Milwaukee Journal refused both the first and second, and the Philadelphia Inquirer which ran the first, did not print the second. The Milwaukee Journal, which operates a television station in turning down the ad, ran a two column news story saying there was no danger of obsolescence of television sets sold in Milwaukee. Other cities in which the ad did not appear were Cleveland, Minneapolis and St. Paul.

The New York Times, the New York Herald-Tribune, the New York News and the Washington Post were among those heading the procession in running both Zenith advertisements.

J. R. Poppele, President of the Television Broadcasters' Association, who had been quoted previously by the Los Angeles Times as saying, "the television set you buy will not be obsolete tomorrow or even 10 years from now" went even farther on a CBS broadcast from the Chicago Television Council, explaining that converters would make reception of UHF stations possible on present VHF sets, and con-

cluded with the assertion:

"I am firmly convinced that the present commercial VHF band will be with us for years and years--possibly forever. There should be no fear that the VHF band with its immense investment in transmitters and receivers will be rescinded."

Mr. Balcom, of RMA, also broadcasting over CBS from Chicago, was quoted as saying on "The People's Platform" program: "We think that television sets today are good and if you wait for the ultimate you will never get one. Our recommendation is that you buy one now as we see nothing which will appear in the near future to make your set obsolete."

Speaking at a technical session of the Institute of Radio Engineers in New York last week, Dr. Thomas T. Goldsmith, Jr., DuMont researcher, explained that his concern for one could "effect such changes in such periods, but that the whole wave-band transition would likely take years." He emphasized that there would be no obsolescence of existing television receivers in the interim because adapters would be available to attach to existing sets to tune in the new signals.

The new waves proposed by the FCC to relieve congestion on the present ones and gain additional ether space for video's expansion are between 475 and 890 megacycles, far above the tuning range of most of the present receivers.

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FUGITIVE WANTED TELEVISION PICTURES PLEASE J. EDGAR HOOVER

J. Edgar Hoover, Director of the Federal Bureau of Investigation, known to be slow about endorsing anything, wrote Bryson Rash regarding the latter's series of television programs, showing photographs and giving descriptions of wanted criminals:

"I very much enjoyed the television program, featuring fugitives wanted by the FBI, presented last night over Station WMAL-TV. You are, indeed, to be commended on the manner in which the broadcast was handled.

"Programs of this nature render a valuable public service. They focus attention of the enemies of society and assist law enforcement agencies in enforcing the laws of our country."

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ACTION DEFERRED ON WASHINGTON,D.C. DAYLIGHT TIME

House of Representatives' action on Daylight Saving time for Washington, D. C., was deferred Monday. Members said the bill will probably come up March 28th.

The Senate has approved a bill to let Washington have Daylight Saving time every Summer.

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NEW STANDARD FREQUENCY BROADCASTS FROM HAWAII

A new experimental radio station on the island of Maui, Territory of Hawaii, is now broadcasting continuous time and frequency standards under the call letters WWVH on 5, 10, and 15 megacycles. Station WWVH, operated by the National Bureau of Standards, provides the Pacific area with four useful technical services: Standard radio frequencies, time announcements, standard time intervals, and standard musical pitch. Omnidirectional antennas radiate approximately 400 watts of power on each carrier frequency.

The broadcast services of WWVH are essentially the same as those of station WWV, operated by the Bureau at Beltsville, Md., which transmits on frequencies of 2.5, 5, 10, 15, 20, 25, 30, and 35 Mc. It is expected that station WWVH may be usefully received at many locations not served by station WWV, and that simultaneous reception of WWV and WWVH in some localities will not interfere with ordinary use of the standard frequencies and time signals.

Reception reports and experimental data on the operation of WWVH will further the study of proposals for increasing the service area of standard-frequency broadcasts. An international group sponsored by the International Telecommunications Union is now actively considering this problem. The ultimate aim is to provide continuous world-wide coverage by means of several suitably located stations, all operating on the same frequencies. This must be achieved without mutual interference or degradation of the widely used services from WWV and without limiting the usefulness of the standards by setting up a complicated schedule of operation for the various stations.

Details of the WWV technical radio broadcast services are described in Letter Circular LC886, available upon request to the National Bureau of Standards, Washington 25, D. C.

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STREET RAILWAY TO USE EMERGENCY "HANDIE-TALKIES"

The Capital Transit Co., operating street cars and buses of Washington, D. C., will soon outfit three of its inspectors with "Handi-Talkie" two-way radios. The new radios will enable the inspectors to proceed on foot where cars and trucks ordinarily cannot go and will be of particular help in directing transit operations during peak rush hours. The operator of the unit can keep in constant two-way contact with mobile units at ranges from 3 to 5 miles and with the base station at ranges from 10 to 15 miles.

If the experimental units are successful, additional units will be obtained, officials said. At present the communication system consists of 39 cars and emergency trucks equipped with two-way radio.

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WOULD GUARD AGAINST IMMOBILIZING 540 KC

Pointing out the danger of "immobilizing" the frequency 540 kilocycles, preventing its use by broadcast services, to which it has been allocated, the National Association of Broadcasters has filed suggestions to the Federal Communications Commission's preparatory frequency proposals for the Fourth Inter-American Radio Conference.

In a statement filed with the FCC by Don Petty, NAB General Counsel, the Association called attention to the fact that the Atlantic City Radio Regulations allocated the band from 535 to 1605 kilocycles exclusively to broadcasting in Region 2.

The NAB pointed out that "540 kc is a channel subject to negotiations at the forthcoming conference to consider a renewal of the basic tenets in the North American Regional Broadcasting Agreement.

"If the United States' delegation to the Fourth Inter-American Radio Conference (FIAR) were to carry out negotiations respecting this frequency, it would thereby prejudge the status of 540 kc as a broadcasting channel", the NAB statement added.

"It is not the responsibility of FIAR to allocate, assign or classify the 540 kc channel. It is, however, the duty of FIAR to clear this channel of other services, leaving the appropriate disposition of 540 kc to the forthcoming NARBA."

Mr. Petty's statement told the Commission that the NAB could see nothing in the Atlantic City regulations singling out broadcasting "as a service which must protect the other services in the neighborhood of 540 kc."

The reference was to a provision of the regulations that stations of a service shall use frequencies so separated from the limits of a band allocated as not to cause harmful interference to the services adjoining.

"Broadcasting, at least domestically, is an extremely well engineered and closely regulated service," the NAB said, "but here no proof is evident that the services adjacent to the lower frequency edge of the band are either well-engineered or regulated in any manner."

Referring to the FCC proposal that the entire band, 385-550 kc be considered as a unit, in considering the band 415-535 kc., the NAB said:

"On this point the NAB would remind the Commission that 540 kc is exclusively a broadcast frequency and it should be the broadcasters' prerogative to have a voice in its allocations."

The current statement also urged that portable mobile frequencies be kept free from domestic and international interference, recalling NAB's past efforts to point out to the FCC the interference

already encountered on such bands used for remote pick-ups, "which has discouraged the broadcasters' use of channels allocated to them for remote pick-up services."

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NBC HONORED FOR OUTSTANDING PUBLIC SERVICE RECORD

For its "outstanding record in the past year in the field of public service programs" and "efforts toward the building of a better-informed public opinion in support of the United Nations", the National Broadcasting Company was honored by the American Association for the United Nations at the Fourth Annual all-day conference on the U.N. in New York last Saturday.

Niles Trammell, President of NBC, accepted the award on behalf of the network from Clark M. Eichelberger, Director of the A.A.U.N. Mr. Trammell said:

"Out network considers it a distinct honor to have the American Association for the United Nations so cite us. It has been a source of real satisfaction to NBC to work with you in making the fullest use of radio in furthering the cause of the United Nations and in helping to inform the public about its operations."

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KOBAK TO SPEAK AT FM CLINIC APRIL 1

Edgar Kobak, President of the Mutual Broadcasting System, will be one of the luncheon speakers at the FM Sales Clinic in New York on April 1st. His topic will be "FM - Why Not?"

Linnea Nelson, chief time buyer for J. Walter Thompson, will talk on "FM from the Agency Point of View".

In releasing the final agenda on "What's What in FM", William E. Ware, President of the FM Association, said:

"By reason of the present state of confusion in the broadcast world as to the relative position of FM, AM, and TV, and the probable future of each medium, it seems advisable to have a brass tacks meeting which will be presented for the primary purpose of bringing people in the agency and advertising fields abreast of current status and development in FM."

The meeting will also include a display of the latest table model FM sets now being manufactured in great volume, the FMA said.

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WAGA-TV, ATLANTA, OPENS QUIETLY, QUICKLY BEGINS SAWING WOOD

Side-stepping the usual fireworks and ballyhoo, WAGA-TV, Fort Industry's television station in Atlanta, opened last week and lost no time getting down to business.

The dedication program under the direction of G. B. Storer,Jr. Manager of the station and son of the President of Fort Industry, was in the form of a "Communications Pageant" tracing the history of communications ofall types climaxed by the present day achievement television in the form of WAGA-TV.

Live participants in this show were personnel from WAGA, AM and FM, Columbia's Atlanta mouthpiece, also owned and operated by Fort Industry. Bill McKain, Program Director of WAGA, AM-FM, was the voice on this portion of the show.

WAGA-TV will sign on each evening at 7 o'clock and will be on air 21 hours per week, seven days per week, broadcasting on Channel 5. Test patterns will run 28 hours per week. In addition to CBS-TV affiliation, station has a tieup with DuMont.

Claude H. Frazier is Commercial Manager of the new station, and Arch Ragan is Promotion Manager. James Loren is Production Director, Ernest L. Elsner, Film Director, and Paul Cram is Chief Engineed.

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"TELEVISION TODAY", CBS 35-MINUTE FILM, TELLS STORY OF TV

"Television Today", a 35-minute documentary-presentation film in which television uses its own sight-and-sound tools to tell the comprehensive story of its present status and significance in the nation's life, has just been completed by the Columbia Broadcasting System.

The film was shown publicly yesterday for the first time to an audience of newspaper and magazine writers. It soon will be available in three versions, on 16mm and 35mm film, to interested business organizations and advertising agencies, 6o schools, colleges and the general public.

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HOUSE SUBCOMMITTEE RECOMMENDS PAY RAISE OF FCC TO $16,000

The executive pay raise bill which would give the Federal Communications Commission, among others, an increase from $10,000 to $16,000, was approved unanimously by the Murray Subcommittee of the House Civil Service Committee on Tuesday.

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MICHIGAN RADIO "HAMS" ON THE ALERT FOR TNT SETS

Radio "ham" operators were kept on the alert for potentially dangerous war surplus sets this week despite the easing of official worries over the situation.

State police said two of three types of such radios sold around Michigan were found in some cases to contain enough TNT to "blow a man's head off".

These were identified as types BC-647A and BC-966A, says an Associated Press dispatch from Lansing, Michigan.

State Police Commissioner Donald S. Leonard said most of Michigan's supply of these sets were sold in the Detroit area. Also relieving was information from the War Assets Administration that such sets can be exploded only with a battery. WAA officials said most of dangerous sets were sold without batteries.

The WAA also told Leonard that only 775 of these two types had been sold and they all went to a radio supply company in Chicago.

The charges were hidden in the radios to prevent the sets from falling intact into enemy hands. The sets were bought mainly by amateur radio operators for a fraction of their original cost of about $1,000 each. One "ham" in Detroit touched off a widespread investigation by finding a charge concealed in a small tube and sealed in his set.

In Washington, the War Assets Administration and the armed services began an investigation to determine how many potentially dangerous sets may have reached private hands.

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TALLULAH ON HER EAR OVER COMMERCIAL; SUES FOR $1,000,000

Actress Tallulah Bankhead brought a one-million dollar suite in New York Tuesday because her first name was used without authorization in a singing commercial about a tube of shampoo.

One particularly offensive line of the jingle, the suit said, advised customers to take "Tallulah the tube . . . home and squeeze me."

Miss Bankhead, daughter of the late Speaker of the House of Representatives, contended the name "Tallulah" was always connected with her, according to the U.P.

The suit said she had been "distressed and humiliated" by being personified as a tube of Prell shampoo, and particularly disliked phrases about squeezing and "getting a hold" of her.

The suit named as defendants CBS, NBC, the advertising firm of Benton & Bowles, and Proctor and Gamble. soap manufacturers.

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PASTORS PROTEST RADIO BAN FOLLOWING HENRY WALLACE SPEECH

The Norwalk Ministerial Association protested last Monday the suspension of religious radio broadcasts from the First Methodist Church of South N orwalk where Henry A Wallace delivered on Sundan an unannounced talk over a local station.

The broadcast, heard over Station WNLK, drew criticism from clergy and laymen.

After a three-and-a-half-hour meeting attended by Protestant clergymen in Norwalk, Darien, New Canaan and Wilton, the Rev. L. Reinald Lundeen, pastor of the First Congregational Church of South Norwalk, issued a statement that said that Mr. Wallace's appearance in South Norwalk pulpit, according to the New York Times, had been "in keeping not only with the rights of free men but in keeping also with the time-honored practice of lay preaching in the Methodist and other Protestant churches."

The church's future broadcasts over the station were canceled when Dr. Benjamin L. Ginzburg, president of WNLK, charged the Rev. Charles Wesley Lee, pastor of the First Methodist Church, and Mr. Wallace with having "smuggled" a political speech into a period devoted by the station to religious devotion.

In their statement the ministers declared that the station had been unjustly criticized for the broadcast and pointed out that the church "took full responsibility" for what w ent on the air in the time assigned to it by the association.

"While this particular incident might not have occurred nor have been similarly handled in any other of our several churches, it does represent a courageous action in behalf of free speech and worship," the statement said. Mr. Lee, who previously had said he had not informed the association of Mr. Wallace's scheduled appearance because he did not wish to put its members "on the spot", attended the meeting Monday.

Expressing his gratitude for the backing of the association, Mr. Lee declared after the closed meeting that he hoped the incident would lead to "a clarity of issues, a deeper respect for the essentials of freedom in civil rights and religious worship."

Dr. Ginzburg said of the association's action:

"The question of free speech does not enter into the case at all and I told the Ministerial Association just that. The broadcasts of church services were not organized as a forum for freedom of speech or of the pulpit. The station had an hour a week to give to religious services and we gave that hour through the Norwalk Ministerial Association to various churches in rotation in order to give listeners an opportunity to tune in reverently on the services of other faiths."

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"TELEVISION BOON TO COON"

In Washington, D. C., where the newspapers are falling all over themselves in an effort to build up Negro circulation for advertising supremacy, the above heading on a press release from WTOP, a station recently acquired by the Washington Post, amazed at least one radio editor. His amazement was quickly dispelled, however, by the rest of the release, which read:

"Television is reaching right down to the grass roots.

"Here's a story WTOP's Claude Mahoney told recently on his "Once Over Lightly" show.

"I have found something that television has done to one man that nothing else has ever done.

"I was talking television with Mr. Ralston at Ralston's Market, near Fairfax, Va., and he admitted to me that television had changed his life.

"'Mr. Mahoney', he said, 'I've coon-hunted all my life. But I haven't been coon huntin' since Christmas - when I got my television set.'

"I think that's the final mark in changing the personal life of anybody. When you take away a coon-hunter from his dogs and his nightly hikes through the brush under the big moon - then you have something. And television has taken Mr. Ralston away from coon-hunting.

"Of course, however, television is undoubtedly a boon to the coon."

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BRITISH MAKE PURCHASE OF 100,000TH TV SET BIG EVENT

A British farmer, S. J. Flux, was the recent purchaser of the 100,000th British television license. In honor of this event, a token of the rapidly growing number of British television viewers, the British Broadcasting Corporation invited Mr. Flux to appear before the television cameras where he was introduced to W. J. Delaney of London, who showed viewers the "low-definition" television receiver built by himself in 1928.

In the same program British television viewers saw artists who contributed to the early BBC programs in 1932 and 1933 in the heavily-exaggerated make-up of the time, and they saw Leslie Mitchell, the first television announcer, repeating his original announcement at the formal opening of the present BBC high-definition service in 1936. Sir Noel Ashbridge, BBC Director of Technical Services, was in the studio, and the original Baird apparatus, which was lent by the Science Museum of London, was described by Douglas Birkenshaw, BBC Television Superintendent Engineer, who was in charge of technical matters in the early days.

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NAB RECOMMENDS COLLECTIVE BARGAINING OBLIGATIONS EXTENSION

Declaring that "the obligation to bargain collectively in good faith is a mutual obligation", the National Association of Broadcasters has recommended 11 amendments to H.R. 2032, now the subject of hearings before the Special Labor-Management Relations Act Subcommittee of the House Committee on Education and Labor.

A statement by Don Petty, NAB General Counsel, asked extension of collective bargaining obligations, broadening of secondary boycott prohibitions to cover expressly services such as radio broadcasting, and the allowing of injunctions against secondary boycotts, which might ruin broadcasting without compensation.

"If it is necessary to make it an unfair practice for employers 'not to bargain collectively and in good faith', it is equally essential that labor organizations be charged with the same parallel responsibility", he said.

Mr. Petty's statement told the Committee that "abusive practices by either a handful of labor leaders or a small minority of employers should not be used as an argument against the enacting of adequate laws in this field."

The statement also proposed that the provisions of the 1947 Labor-Management Relations Act, permitting an employer to file a petition when confronted by a single request for recognition, be included in new labor legislation.

Mr. Petty proposed that, although H.R. 2032 was intended to apply its secondary boycott provisions to such services as radio broadcasting, the word "services" be inserted to avoid doubt of the legislative intent.

His statement advocated the addition of provisions against "featherbedding", pointing out that "few will disagree with the proposition that an employer should not be compelled to pay for services which are not required, or to pay exactions for services not performed."

The NAB statement requested that the term "supervisor" should be clarified in the bill, and that it should be amended to provide that no employer be obligated to bargain collectively with a labor organization "seeking to represent a unit of supervisory employees or a unit which contains supervisory employees if said labor organization admits to membership non-supervisory employees."

Other suggested amendments covered: prohibition of coercion of employees by labor organizations, and of mass picketing as a form of coercion; equal freedom of speech for employers and unions; union shops as the maximum form of protection under the statute; suggested re-definition of the term, "labor organization"; and the separation of legislative, judicial and executive powers exercised by administrative agencies.

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SEEBACH GOES BACK TO OLD PROGRAM JOB AT WOR

Julius F. Seebach, Jr., has been appointed Vice-President of WOR in charge of program operations, a post he formerly held. For the last two years Mr. Seebach has been Administrative Secretary of the Metropolitan Opera Association.

Mr. Seebach also will return to WOR as member of the Board of Directors. He was on the Board for several years until he resigned in December, 1946, to assume his duties with the Metropolitan.

"In his new post, Mr. Seebach will have full charge of television and radio program operations at WOR", Theodore C.Streibert, President of WOR, said. The station owns television station WOIC, Washington, D. C., and WOR-TV, New York, scheduled to go on the air on channel 9 this Summer.

Mr. Seebach's appointment to the WOR post has no relation to the recent resignation of Phillips Carlin as Program Director of the Mutual Broadcasting System, Mr. Streibert pointed out.

"Mutual's Program Department will continue to operate completely independently just as it did under Mr. Carlin", Mr. Streibert said.

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ONE MINUTE WLW-TV DRAWS 615 REPLIES

A mail-pull record for WLW-T has been established by a single one-minute spot on the station's "Kitchen Klub" video show, officials of the Crosley station announced last week.

The single spot drew 615 replies from viewers. Offer of a Mary Lee Taylor recipe book, integrated into the baking of a cherry cream pie, resulted in the unusually heavy response. The spot, sponsored by the Pet Milk Company was a Washington's Birthday feature of "Kitchen Klub".

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RADIO SET PRODUCTION PICKS UP IN BIZONAL GERMANY

Output of radio receivers (including crystal sets) in Bizonal Germany during the first 10 months of 1948 totaled 275,961 sets. The number produced in October was 54,243, compared with 15,492 in October of the preceding year.

Production of receiver and amplifier valves (tubes) totaled 2,262,461 units in the 10-month period. Of these, 401,000 were produced in October 1948, compared with 130,381 in the corresponding month of 1947.

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SCISSORS AND PASTE

Poems That Won Ezra Pound The $1,000 Prize
(Andrew Tully in "Washington News")

Take a look at some of his stuff and you'll see why the Bollingen Foundation had to give that big poetry prize to Ezra Pound, even if he is locked up in St. Elizabeth's in Washington and under indictment for treasonable broadcasts.

Who else could they give the thousand bucks to when the guy writes strictly genius stuff like this:

"Pisa in the 23rd year of the effort in sight of the tower
And Till was hung yesterday
For murder and rape with trimmings, plus Cholkis
Plus mythology, thought he was Zeus ram or another one
Hey Snag, wot's in the bibl'?"

Pound calls his book the "Pisan Cantos" and it's all about J. Adams, Ugolino, criminals, Byzantium, Ben and la Clara, an R. C. chaplain, Zagreus and some glass-eye Wymmes. Since you can't possibly be as smart or as poetic as Pound is in only one language, he's mixed in some German, Greek, Latin, French and Chinese.

One of the most interesting parts of the book is the one about Ben and la Clara. It seems that -

"The enormous tragedy of the dream in the peasant's bent shoulders
Thus Ben and la Clara a Milano by the heels of Minalo
That maggots shd. eat the dead bullock."

"Le Paradis", according to Pound, "n'est pas artificiel, but spezzato, apparently."

That's a good one.

Pound also comes up with a little-known quote from J. Adams. It goes like this:

"Is downright iniquity, said J. Adams at 35 instead of 21.65
Doubtless conditioned by what his father heard in Byzantium
Doubtless conditioned by the spawn of gt. Meyer Anselm
That old H. had heard from the ass-eared militarist in Byzantium."

A little further along, Pound tells how the glass-eye Wymmes "were treading water and addressing the carpenters from the sea waves because of an unpinned section of taff-rail." Then he applies the clincher: "We are not so ignorant as you think in the Navy."

That fooling around with Chinese characters is not only ornamental - it's helpful, too. Most people wouldn't know what "Zagreus", written twice, meant, but Pound makes everything clear by putting a couple of Chinese letters on each side. You almost don't need that line, "bringest to focus", in the middle, altho it's nice.

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Radio Logs, Out of NewspaperFor Year, Back With Ad Tieup
("Editor and Publisher")

After a year's absence, radio logs again are being printed in the Bellingham (Wash.) Herald - but not for free.

Publication of local listings was resumed March 1 under a cooperative plan between the two Bellingham radio stations, 14 local business firms and the Herald. The innovation was worked out and inaugurated just one year to the day after the Herald discontinued free publication of the logs of four major radio chains.

Under the new arrangement, the four networks' programs will be published each day for one year.

"Each daily program", the Herald said, "will be sponsored by the advertisers appearing immediately below the radio log."

Charles L. Sefrit, business manager of the Herald, revealed that signed contracts had been made with all advertisers at $2.80 per column inch for 10 inches of space, to be used as indicated immediately below the radio log listing. This rate is double the national rate and also double the local open rate.

The largest station, KVOS, signed a contract to sponsor the listings one day a week. The Herald agrees to sponsor one day a week. The other local radio station, KPUB, has a contract to sponsor 26 days. The local power and light company is on a 26-day basis, and the other sponsors are on 13-day contracts.

For the time being, the Herald is carrying the radio listings for the NBC and CBS networks. Outside stations will be asked to join in the cooperative plan.

The decision a year ago to eliminate the four Seattle radio station logs, then being published without charge, was made after considering both the circulation value of the program and the economic effect on the company's business.

In 1947, the radio logs for the four Seattle stations occupied in excess of 36 full pages of space in the Herald. The Herald took the view that radio, which paid nothing for this so-called news service - whereas in reality only a fractional percentage of the copy carried in the logs was actual news covering the events of the day - was unfairly enjoying a free ride as a direct competitor with the newspaper for the advertising dollar.

Mr. Sefrit said the elimination of free radio logs for a year was a major contributing factor in working out the paid advertising plan.

"Contrary to general opinion", he said, "we lost very little circulation from the omission of free programs. It caused less friction than we have experienced many times in the past in changing features."

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TRADE NOTES

A short-circuited television set caused the $200,000 fire that swept the Town Hall Shopping Center last Sunday in Berwyn, Md, a suburb of Washington, D.C., according to Richard S. Houchens, Chief of the College Park Fire Department, after an investigation with Chief James W. Just of the University of Maryland Fire Extension Service.

The Radio Receptor Company has leased the four-story factory building at 88-90 Ninth Street, corner of Wythe Avenue, Brooklyn, from the Rosenwach Realty Corporation. The property, containing 50,000 square feet of space, was taken for ten years at a rental of about $350,000.

The way Clinton B. DeSoto handled the publicity for 1949 National Convention of the Institute of Radio Engineers in New York should make other associations sit up and take notice. Mr. DeSoto (not known personally to this writer) covered the convention so thoroughly in press releases that it washardly necessary for an editor to leave his desk to cover the convention completely.

The first copy of the Music Publishers' Association Bulletin has just come from the press. The B ulletin presents articles on different phases of music publishing and music dealer activity.

A. Walter Kramer is Chairman of the Public Relations Committee and the address is 140 East 54th Street, New York 22, N. Y.

Problems of the religious radio broadcast will be discussed at a three-day radio broadcasters convention which opened yesterday (Tuesday, March 15) at 9 A.M. at the Washington Missionary College, Takoma Park, Md. Clergymen from States east of the Mississippi will attend the meetings, which are sponsored by the Seventh Day Adventist radio department.

A Boston department store rents television sets at $1 a day; minimum of 15 days; if set is kept 90 days, payments can apply toward purchase, the Editor & Publisher notes.

The British Summer Time comes into force in Great Britain on Sunday, April 3. As in past years, putting forward British clocks by one hour demands adjustments in the timings of certain programs in the British Broadcasting Corporation's General Overseas Service. News broadcasts are not affected.

Vincent DePaul Goubeau has been elected Vice President in charge of the Materials Department of the RCA Victor Division, Radio Corporation of America. Mr. Goubeau joined RCA Victor as Director of Materials in October, 1945. He had previously served for three years as a civilian in the Navy Department. Before World War II, Mr. Goubeau was associated for 20 years with the United Fruit Co.

Television sets in the Los Angeles area totaled 101,952, according to figures released by the Southern California Radio and Electrical Appliance Dealers' Association, as of February 28th. One set to each 13 families in Los Angeles is the association's estimate.

The 10-inch screen is the most popular, the report says, with 74,994 sets of that size. There are 12,462 twelve-inch sets and 10,459 seven-inch screens. Remainder are 15 and three-inchers.

RCA Communications has received information from the Chinese Ministry of Communications at Shanghai that, effective immediately, radiotelegraph service will be resumed via Shanghai for the following points in Northern China: Tientsin, Tangshanhop, Tangku, Tsinghai and Chinwangtao.

According to this information, a censorship is being imposed on all messages. Code and cipher messages, as well as reply-paid service, are still suspended. All messages must be prepaid, the report said, noting that these restrictions also are being imposed on traffic for Peiping. It was further reported that, due to unsettled conditions in China, messages for Northern China points, which are beyond RCA terminals, will be accepted only at the sender's risk.

Three sun spots, whirlpools in the turbulent mass of hot luminous gasses of which the sun is composed, were clearly seen by the naked eye in London in February when a fog dimmed the sun like an opaque glass. Two of them were south of the sun's equator and one north. The largest was about fifty times the area of the cross-section of the earth.

"In recent months sun spots have been causing trouble in short-wave broadcasting, and many radio listeners have reported difficulty in receiving broadcasting, and many radio listeners have reported difficulty in receiving stations on the short-wave bands", says the British Broadcasting Corporation. "Radio scientists now know a great deal about the effects of sun spots on short-wave reception. They can predict about the effects of sun spots on shortwith reasonable accuracy what the behaviour of the ionosphere is likely to be during the day or night at any season of the year, and to deduce from their predictions the wave-band likely to give the best possible reception at any particular pla ce at any specified time.

"If listeners, too, understood more about the short-waves, they would enjoy better listening on those bands. The BBC, aware of this, is doing all it can to help.* * * BBC engineers are always glad to give individual help and guidance, and listeners' reports on reception and comments on the programs are valued."

Hooper February "Pacific Coast Program Ratings" show that the evening sets in use rating of 38.6 is down 0.5 from last month's report and up 2.5 from a year ago.

A "Life's Darkest Moment" shows the teacher asking: "Willie Brown what is the highest mountain in the world?" and Willie replying: "What will you give me if I answer it? We gotta ice-box now."

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Founded in 1924

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Radio — Television — FM — Communications

2400 California Street, N. W. Washington 8, D. C.

Robert D. Heinl, *Editor*

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No. 1867

March 23, 1949

RMA VOTES $100,000 TO TRY TO CLEAR UP TELEVISION SNAFU

The big news that came out of the closed sessions of the Board of Directors' meeting of the Radio Manufacturers' Association in Chicago last week, which had been handed the "hot potato" of the Zenith controversial television advertising, was that the Board voted $100,000 for a drive "to acquaint the public with "the actual facts when they become available". The Board ordered an "objective, orderly and constructive" presentation of full information on television, including present broadcasting service and receivers, in the present very high frequency (VHF) channels and also in the ultra high frequency (UHF) channels in the future.

Max F. Balcom, President of the RMA, and Vice-President of Sylvania Electric Products Co., was authorized to appoint a special committee to determine and direct the Association's television public relations project. The Committee will be appointed promptly and the information program begun in the immediate future.

RMA stated that the television publicity campaign had been "broached February 22 before many articles and incidents had caused confusion and misunderstandings."

This was denied in other quarters where it was claimed that action was precipitated by H. C. Bonfig, of Chicago, Vice-President of the Zenith Radio Corporation, when he challenged the manufacturers at the closed meeting to "take off the false whiskers and face the facts". This, he declared, was in line with Zenith's full page newspaper advertisements. Incidentally the "false whiskers" caught the fancy of the newspaper headline writers and added fuel to the fire.

Commenting upon Mr. Bonfig's "goading" of the Board, a highly placed member of the industry said:

"The RMA's only answer to Mr. Bonfig's challenge to the industry was to vote $100,000 to employ a public relations counsel.

"They surely need one."

Mr. Bonfig's statement to the Radio Manufacturers' Association follows:

"Let's take the whiskers off the question of television obsolescence, and face the facts as they are.

"There is an acute shortage of television channels, which can be relieved only by the addition of many new high frequency channels. The FCC has repeatedly stated that a nation-wide, competitive television system cannot be built on the present 12 channels, and that development of such a system will require the ultra high frequencies it has set aside for television. This fact is well known to manufacturers, but is evidently not so well known to dealers and to the public.

"Expansion of television on present wave bands was stopped by a 'freeze' last September by the Federal Communications Commission for the purpose of eliminating interference between television stations on the present television wave bands.

"How many new channels will be required, in addition to the twelve now in use? On January 25, 1949, FCC Chairman Wayne Coy told the Radio Executives Club of Boston, in regard to the total number of channels needed to have a nation-wide competitive system, "My present thinking is that 50 to 70 channels may be required."

"By our arithmetic, this means that from 38 to 58 new UHF channels may be required in addition to the 12 VHF channels now in use.

"There has been no official statement by the FCC indicating, as many believe, that the old frequencies will be left in the larger cities and the new frequencies assigned to the smaller cities. On the contrary, in an official published statement dated February 25, 1949, the FCC said,

"'However, since it is not possible for most cities to have four television stations on the VHF band, the result will be that in some instances both VHF (old) and UHF (new) television stations will be assigned in the same city.'

"In the public interest, every manufacturer should move rapidly to provide sets which will operate on both the old and the new television channels. We know it can be done, as we are doing it. Others can do it too.

"Will these changes in television wave length assignments come soon?

"On January 21, 1949, Chairman Coy of the FCC, in answer to the question, 'When will the freeze end?' stated publicly:

"'We hope to unfreeze the processing of television applications by April or early May. We also hope that before the year is out we will be able to provide for utilization of the ultra high frequencies. This makes it likely that many pending applications for frequencies in the VHF will have to be shifted to the UHF, and offers the hope that many applicants can start construction this year especially in cities where no provision has been made in the present band.'

"Since these changes and additions in frequencies and assignments have to be made, it is better for the public, the dealers and the industry that they be made now, rather than wait until the public has purchased additional millions of television receivers that will tune only the present channels."

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TV SPLIT CAUSES SMALLER SET MAKERS TO FORM OWN GROUP

There was a repercussion of the factional fight over television which seems to be seething within the Radio Manufacturers' Association by representatives of 16 small television manufacturers meeting in New York Monday and agreeing to form their own organization to deal exclusively with television, to be named the "Television Manufacturers' Association".

Michael Kaplan, President of the Sightmaster Corporation, who called the organizational meeting and was elected temporary president, was quoted by the New York Times as declaring that the Radio Manufacturers' Association is not an adequate representative body for television manufacturers because of "radio interests". The RMA was assailed for alleged "straddling of the Zenith issue". Zenith Radio Corporation has been under fire from other manufacturers and dealers for its recent advertising that current television receivers may become obsolete when ultra high frequency channels are opened for television broadcasting.

Other temporary officers elected a re Robert G. Kramer, Remington Radio Corporation,Vice President, and Herbert Mayer, Empire Coil Company, Inc., Secretary-Treasurer.

All concerns represented at the meeting produce either television receivers or components and have no radio operations. In opening the meeting, Mr. Kaplan declared that a real need exists for a trade association to set up a code of ethics, exchange credit, technical and engineering information and attack problems faced only by television receiver manufacturers.

In addition to Messrs. Kaplan, Mayer and Kramer, the following attended the meeting: Irving Kane, Royal Television Corporation; Joseph Green and E. M. Cohan, Transvision, Inc.; E. B. Hinck, Industrial Television Company, Inc.; Alma Schmidt, Empire Coil Company; Milton Gruber, Jack Somber and Miles Breger, Mars Television, Inc.; Lloyd S. Howard, Bobley Company; Lee Bunting, Bell Television, Inc.; H. V. Nielson and R. M. Keator, Nielson Television Company; Robert Erlichmann, Tele-King Corporation; W. Schuck, Tayboren Equipment Company; Henry Weintraub, Major Television Corporation; W. R. Rich, International Television, Inc.; Mitchell Fien, Starrett Television, Joseph Slaider and Michael Muckley, Slaider Television, Inc.

No representatives of large manufacturers attended the meeting. The first task of an organizing committee named after election of temporary officers will be to attempt to persuade RCA, Philco and DuMont to join the organization.

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FCC CHAIRMAN TO ADDRESS ARMED FORCES COMMUNICATIONS ASSN.

The Third Annual Meeting of the Armed Forces Communications Association, with more than 500 executives of the communications and photographic industries and members of the Armed Forces in attendance, will be held in Washington, D. C., March 28 and 29, it was announced Monday by Brig. General David Sarnoff, President of the Association. Exhibitions and demonstrations arranged by the United States Navy will feature the 2-day meeting.

Wayne C. Coy, Chairman of the Federal Communications Commission, and Capt. A. A. Burke, U. S. Navy, will be the principal speakers at a luncheon on Monday, March 28, at the Shoreham Hotel. Admiral Louis E. Denfield, Chief of Naval Operations, and General Sarnoff will speak at the Association's annual banquet in the evening of March 28.

General Sarnoff said that the gathering is expected to accomplish "a great deal toward emphasizing the importance of communications in present-day warfare." He declared that in his own address he intends to describe in some detail his recent observation of conditions in communications in England and Continental Europe, especially as they pertain to the North Atlantic Security Pact.

National officers and directors of the Association scheduled to participate at the meeting include leaders in communications and photography from all parts of the country. Among those from the New York area, in addition to General Sarnoff, who is Chairman of the Board of Radio Corporation of America and the National Broadcasting Company, are A. W. Marriner, Director of Aviation of the International Telephone & Telegraph Corporation; Jennings B. Dow, Vice President of Hazeltine Corporation.

Also Carroll O. Bickelhaupt, Vice President of the American Telephone & Telegraph Company; Fred R. Lack, Vice President of the Radio Division of Western Electric Company; Harold A. Zahl, Assistant Director for Engineering Research of the Signal Corps Engineering Laboratories, Fort Monmouth, N. J., and Dr. F. B. Jewett, former President of the National Academy of Science.

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SENATE RULES COMMITTEE FAVORS FULL SCALE RADIO PROBE

The Senate Rules Committee last Monday endorsed an investigation into all matters relating to radio, telegraph and telephone communications, proposed by Senators Ernest W. McFarland, (D), of Arizona, and Charles W. Tobey, (R), of New Hampshire.

The probe had previously been approved by the Senate Interstate Commerce Committee.

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RADIO, CABLE COMPETITION NOT PART OF ITS POLICY, AC&R CONTENDS

That competition between the operating radio and cable units in the American Cable and Radio System was never intended, was an argument advanced last week by the system in a Federal Communications Commission investigation of an alleged unlawful combination of A. C. & R. cable and radio operations.

The conclusion of a brief filed by James A. Kennedy, Vice-President and General Attorney of A. C. & R. and former Senator Burton K. Wheeler, Washington counsel, states:

"Section 17 of the Radio Act of 1927, adopted without change as Section 314 of the Communications Act of 1934, was intended to preserve competition between the major communications agencies (the predecessor of the AC&R System, RCA and Western Union) engaged in operation at the time the law was enacted. The law did not then and does not now prevent ownership and operation of cable as a media of communication by RCA, nor does it prevent ownership and operation of radio as a media of communication by the AC&R System or Western Union. It is abundantly clear from the legislative history before enactment and from legislative interpretation and executive application of the law thereafter, that what Congress sought to avoid was an amalgamation or merger of RCA with either the AC&R System or Western Union.

"The coordinated use of cable and radio under common ownership in the AC&R System was fully explained twenty-one years ago to the Department of Justice and the Federal Radio Commission and was expressly found not to be in conflict with Section 17 of the Radio Act. The common ownership and operation of cable and radio in the AC&R System has increased rather than lessened the competition which Congress sought to preserve. Following official consideration of the question almost a quarter of a century ago, and until the filing of formal Complaint by ACA-CIO, two weeks after the termination of its three-month strike, no one has ever challenged the lawfulness under Section 314 of the common ownership and operation of cable and radio in the AC&R System. RCA, obviously for selfish competitive reasons, has upon occasion, by innuendo and otherwise, endeavored to create doubt as to the lawfulness of the AC& R operations, but never has it over these many years officially raised the question for determination in a formal proceeding. This, in itself, is a clear and sufficient indication that any such complaint would be utterly unfounded.

"Competition between the operating cable and radio units in the AC&R System was never intended and has never been the System policy. "It is entirely unrealistic to assume that actual or potential competition exists between" such cable and radio operating units, as the Chairman of the Commission pointed out as recently as 1945.

"The common ownership, control and operation of All America, Commercial and Mackay in the AC&R System does not have for its purpose, nor has it the effect of, substantially lessening competition, restraining commerce or unlawfully creating monopoly in any line of commerce, contrary to Section 314 of the Communications Act.

"Since the Attorney General determined the lawfulness under Section 314 of the planned operations of the AC&R System some twenty-one years ago upon which the Federal Radio Commission relied and acted; and since there has been no deviation from the plans then fully disclosed, this considerably expensive and burdensome formal investigation and hearing was needless, particularly since final resolution as to whether or not there has been a violation of Section 314 is not within the scope of the Commission's functions.

"It is submitted that the pending Motion to Dismiss should be granted and the proceeding should be forthwith dismissed."

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RALPH ATLASS BUYS KLAC, LOS ANGELES, FOR $405,000

Ralph Atlass has contracted to buy for $405,000 KLAC, Los Angeles, after that AM station has divested itself of its television assets.

The agreement subject to the usual Federal Communications Commission approval, was signed last Thursday, according to Stanley Friedman, Warner Bros. attorney. The $405,000 is to be paid to Warner Bros. in a deal which is hedged around with complications.

The sale is conditioned also upon FCC approval of the purchase of Warner Bros. of the stock of KMTR Radio Corp., owner of KLAC-TV, from Mrs. Dorothy Thackrey. Thus, if the whole deal is finally approved by FCC, Warner Bros. will become the owner of both AM and TV assets and will then immediately transfer the AM station to Mr. Atlass.

End result from Warner Bros. standpoint is that it will thereby become the owner of both a television station and an AM station in Los Angeles where it already owns KFWB. Because it could not continue in ownership of both KFWB and KLAC without violating the FCC ruling against duopoly, the present involved transaction was worked out.

Mr. Atlass made the purchase through KLAC, Inc., a new Illinois corporation, in which he is one of the owners.

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250,000 SHARES OF SYLVANIA STOCK PUT ON MARKET AT 21-7/8

An underwriting group headed by Paine, Webber, Jackson & Curtis put on the market in New York Monday a new issue of 250,000 shares of Sylvania Electric Products, Inc., a common stock at 21-7/8. Proceeds of the sale are to be used by the company to complete expansion of production facilities for cathode-ray television "picture" tubes. The company recently revised production plans with a view to tripling cathode-ray tube manufacturing capacity.

With this financing, capitalization consists of $15,000,000 of 3-1/4 per cent sinking-fund debentures due in 1963; 98,656 shares of $4 preferred s tock, and 1,466,550 shares of common stock.

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ZENITH SUED FOR A MILLION FOR STIRRING UP TV HORNET'S NEST

A suit for $1,000,000 damages was started in Supreme Court in New York yesterday (Tuesday, March 22) against the Zenith Radio Corporation by two manufacturers of television sets and component parts. They charged Zenith with issuing false and fraudulent statements that the Federal Communications Commission was about to make changes in wavelengths that would make all other television sets obsolete, but that the Zenith sets were so constructed as to handle all possible changes.

The plaintiffs are the Sightmaster Corporation of 385 North Avenue, New Rochelle, N. Y., and the Empire Coil Company, Inc., 238 Hugenot Street, New Rochelle. They named as co-defendants the Zenith Radio Corporation of New York, local distributors. The action seeks an injunction and asks $500,000 damages each for alleged loss of business as the result of the Zenith company's statements.

The suing companies charged that starting on March 6, Zenith, "to procure for themselves and to divert to themselves the business of plaintiffs", issued statements that the Federal Communications Commission was about to make changes in television wavelength that would make all present television receivers and component parts obsolete.

The complaint charged "that such disparaging statements were false and misleading in that the Federal Communications Commission was not about to change present television wavelengths; was not about to change such wavelengths so as to render obsolete and junk all television receivers and component parts thereof; and defendants' television receivers were not equipped so as to handle and receive all other possible changes, and plaintiffs were thus not concealing any such things from their purchasers."

"The purpose and effect of the aforesaid statements", the complaint continued, "was to cause the public, including particularly customers and potential customers of the plaintiffs, to believe that the television sets and component parts manufactured, sold and distributed by the plaintiffs were about to become obsolete and junk, and that to avoid this the public could safely and only should purchase the television sets and parts manufactured and sold by the defendant and not those of plaintiffs."

Because of this, the suing companies said, "large numbers of customers and potential customers" had refused to purchase television sets from Sightmaster, and the business of Empire Coil had also been adversely affected."

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MAYOR CALLS HOUSTON DE LUXE HOTEL BROADCAST "MOB SCENE"

Mayor Oscar Holcombe, of Houston, Texas, last Friday said the crowd that scrambled a radio program at the St. Patrick's Day opening of the Shamrock Hotel was the "worst mob scene I've ever seen".

The crowd completely upset Dorothy Lamour's nation-wide radio program. Nearly half of the thirty-minute National Broadcasting Company show was off the air as more than 1,000 guests were trying to find their tables in the hotel's jam-packed Emerald Room.

The confusion led to ad libbing by Miss Lamour and her guest stars, Van Heflin, actor, and Ed Gardner, the Archie of the Duffy's Tavern radio program.

An orchestra finally came to the show's rescue. NBC officials said one or two diners had grabbed the microphone. The noise was so great the audience could not hear the show.

"It was just one of those things when a crowd got out of control", Miss Lamour told reporters.

"Later, the public-address system failed and we departed somewhat from our script", she said, adding there was no profanity involved.

NBC officials in Hollywood, New York and Chicago were trying to reconstruct the program by listening to transcriptions. But the noise caused by technical difficulties that they said developed at the start of the program made it practically impossible to obtain a complete picture of what happened.

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CHURCH BROADCASTS RESTORED AFTER HENRY WALLACE BLOW-UP

The Rev. Charles W. Lee, pastor of the First Methodist Church of South Norwalk, Conn., whose radio time was suspended and then reinstated by Station WNLK after an unannounced talk by Henry A. Wallace, went back as scheduled on the air last Sunday.

Mr. Lee delivered a sermon on prayer and made no reference to the controversy stirred up in clerical and lay circles by Mr. Wallace's talk.

The Norwalk Ministerial Association, which sponsors the Sunday broadcasts which are made from a different church each month, agreed last week that in the future the association must first be consulted when a person other than the minister is to speak on the air.

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SARNOFF HONORED BY BEQUEST OF "CAL" O'LAUGHLIN, FAMOUS EDITOR

Special designation that his black pearl scarf pin be given to Brig. Gen. David Sarnoff, Chairman of the Radio Corporation of America, in the will of Col. John Callan O'Laughlin, publisher of the Army and Navy Journal was typical of the latter's thoughtfulness and generosity in bequeathing the Journal to his fellow members of the Gridiron Club, directing that its earnings from now on be given for relief if needy journalists with preference to members of the Gridiron.

"Cal" O'Laughlin, widely known and beloved journalist, and General Sarnoff, an honorary pall-bearer at the former's funeral at Arlington Cemetery in Washington last week, had been friends for many years.

Among the other honorary pallbearers named were former President Herbert Hoover, Secretary of the Army Kenneth C. Royall, Admiral Thomas C. Hart, USN, retired; Maj. Gen. Raymond M. Bliss, USA, Maj. Gen. Shelley U. Mariette, U.S.A., and a group from the Gridiron Club. Delegations from the National Press Club and the Overseas Writers were also present.

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FEBRUARY TELEVISION PRODUCTION SAME AS JANUARY

Despite a shortage of cathode ray tubes, which retarded production in some instances, February television receiver output was approximately at the same level as January, the Radio Manufacturers' Association reported Monday. TV receivers produced by RMA member-companies in February numbered 118,938, slightly below the 121,238 sets manufactured in January.

While TV production was down slightly during the month, the average weekly rate of production in February was more than 78 percent above the average weekly rate for the year 1948. RMA member-companies averaged 29,735 TV sets weekly in February.

Production of all types of radio and TV receivers by RMA members declined during February to a total of 716,538 units compared with 830,871 radio and TV sets produced in January.

Coincident with the decrease in all set production, the number of FM-AM and FM receivers produced in February dropped to 98,969 from 147,733 in January.

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A new handbook on radio advertising, called Modern Radio Advertising, has been published by Funk & Wagnalls Company, in association with Printers' Ink. The book, included in Funk & Wagnalls Printers' Ink Business Bookshelf series, was written by Charles Hull Wolfe, Director of the Radio and Television Bureau of Batten, Barton, Durstine & Osborn, Inc., advertising agency.

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MARYLAND SENATE KILLS, 17 TO 11, BILL TO LIFT COURT PRESS GAG

A bill to prevent courts from adopting or keeping rules tending to restrict press freedom was defeated yesterday (Tuesday, March 22) by the Maryland Senate at Annapolis.

The Senate overrode a favorable report of its judiciary committee and rejected the legislation by a 17-11 vote.

Senator Stromberg (D), Howard), publisher of a chain of weekly papers, played a leading part in the opposition to the measure. He said rule 904 "is not an abridgement of the freedom of the press.

"It was designed to protect the lowly, the poor, the rights of an individual to a fair and impartial trial."

He spoke of "trial by newspaper", and said it constitutes a "mockery of justice".

Senator Turnbull (D., Balto. County), said freedom of the press is already "amply guaranteed" by the Constitutions of the United States and of Maryland.

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INDICTED PYRAMIDER CHARGES CROSBY, HOPE GAVE HIM THE IDEA

Daniel A. Thomas, 28, who was indicted by a District Grand Jury for starting Pyramid Clubs in Washington, D. C., said:

"It all began when I heard Crosby and Hope talking about Pyramid Clubs on the radio. A few days later I heard about them again from a friend in the West.

"Then I bought some Western newspapers to make sure I knew how they worked. I read that in California where they started, they tried to prosecute some guy, but the case was thrown out of court.

"I invited 14 other persons to the house one night, explained the deal, and showed them how they could win some good money. I didn't have to twist anyone's arm, they joined.

"Eight days later I collected 200 bucks plus. The next day my wife collected the same amount, and the day after that my sister-in-law got another 200 or so.

"And then the trouble started. All night long people would call me up to ask how the pyramids work. I couldn't concentrate on my job. And then Blick (Lieut. Roy E. Blick, head of the Vice Squad) questioned me, and now I'm indicted, I'm a crook.

"I just don't think I am. I don't think the pyramids are lotteries."

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ALLEN SIGNS FOR NBC RADIO APPEARANCES; LUM AND ABNER, CBS

Fred Allen has signed a contract with the National Broadcasting Company for his appearances in both radio and television exclusively on the NBC network.

"We are naturally delighted", said Niles Trammell, President of NBC, "that Fred is remaining on NBC where he has enjoyed such unusual success. We are even more pleased that he agrees so thoroughly with the basic concepts of our program policies which will further strengthen the sound broadcasting industry and provide at the same time for the orderly, logical development of television."

The Columbia Broadcasting System announced that it had concluded long-term employment arrangements and a licensing agreement with Chet Lauck and Norris Goff, stars of the network's "Lum and Abner" series. The agreement covers the team's personal services in radio and television, and provides that the "Lum and Abner" program be a CBS network feature for the duration of the contract.

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ALL INDUSTRY BANQUET TO CLIMAX RMA SILVER ANNIVERSARY

Invitations have been issued for the All-Industry Banquet in celebration of the founding in 1924 of the Radio Manufacturers' Association, which will be held Thursday, May 19th, in the Stevens Hotel in Chicago.

Sponsoring the banquet are the Radio Manufacturers' Association, Radio Parts and Electronic Equipment Shows, Inc., Association of Electronic Parts and Equipment Manufacturers, Sales Managers Club, Eastern Group, National Electronic Distributors' Association, and the West Coast Electronic Manufacturers' Association.

Single tickets are $15 and checks may be sent to the RMA Banquet Committee, 1317 F Street, N.W., Washington 4, D. C.

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GE TO STEP UP TV SET PRODUCTION; 1948 RATE WAS 200,000 A YEAR

General Electric's annual report states that G.E. is engaged in all phases of television. At Electronics Park, Syracuse, television receivers were being made in December at a rate of 200,000 a year, which will be substantially increased in 1949. The new "Daylight" picture tube introduced by General Electric gives almost twice as much light and better image detail and contrast. Television transmitters made during the year were delivered to new stations in Boston, Chicago, Detroit, Miami, Dallas, Los Angeles, San Francisco, and Syracuse.

Long-playing record players were added to the Company's line of combination receivers. Among the new products added in other lines were FM radio receivers for bus application, "bi-focal" radar for marine use, and a single-packaged FM transmitter-receiver unit for two-way communications.

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PREDICTS FM WILL OUTSTRIP TV OR AM IN 1949

The mounting "price war" in the radio receiving set industry was described today as a "sure signpost that FM receiver production during 1949 will outstrip that of either TV or AM."

The statement came from William E. Ware, President of the FM Association.

"The price war is designed to clear out existing stocks of old-style receivers - a great number without FM facilities - and thus pave the way for increased output of sets providing high-fidelity and static-free FM reception", Mr. Ware stated.

Manufacturers are scrapping their plans for continued large-scale production of AM-only and TV-only sets, Mr. Ware said "as evidenced by the price cuts" - while going ahead with increased production schedules on sets with FM facilities.

"Most significant in this trend", the FMA executive pointed out, "is that three giants of the industry - Emerson, Zenith and Philco - are turning out, or are about to start manufacturing, FM--only table model sets selling at average prices."

He contrasted this with announced industry-wide policies of drastic cutbacks in production of AM-only receivers.

"From here on", according to Mr. Ware, "the American public will have FM reception available on 99 percent of all home receivers turned out." He said this will include such table-model combinations as AM-FM, TV-FM, as well as as FM-only.

Another indication of the intensified demand for FM reception is contained in the recent announcement of RCA that it is manufacturing a new, low-priced TV-FM-AM table model combination, Mr. Ware asserted.

He predicted that last year's output of 100,000 FM-only receivers will be "more than tripled during the next 12 months."

Mr. Ware explained that Emerson now is offering a new and improved FM-only table model set selling for $29.95. Zenith and Philco, he stated, "have been reliably reported planning to start production of FM-only sets early this Spring."

"Last year", Mr. Ware continued, "six-million AM sets became obsolete and went out of use. This condition was due primarily to the fact that they died a natural death of old age and weren't worth having repaired."

"However, this year", Mr. Ware predicted, "the AM-only set will become even more obsolete and in greater percentage than ever before because the public demand for the superior qualities of FM broadcasting and reception makes the AM medium obsolete."

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SCISSORS AND PASTE

Tallulah's Million Dollar Suit Called A Publicity Stunt
(Robert U. Brown in "Editor & Publisher")

If Tallulah Bankhead's suit against Procter &Gamble, Benton & Bowles, et al, isn't a cooked up publicity stunt, those involved couldn't have found a better one if they tried.

Picture this: Miss Bankhead is currently appearing in a Broadway show, "Private Lives". P & G and its agency are marketing a new shampoo named "Prell". The singing commercials tie in Tallulah's name to the tube of shampoo. She is suing for damages alleging illegal use of her name, etc.

Now, the actress and her play have received a box office shot in the arm because of the front page publicity, and "Prell"becomes one of the few commercial products in history to land on the front page. It's name is now being circulated in a manner that advertising would have taken weeks and months to do.

Even if it should cost the manufacturer, and others associated with it, a couple of hundred thousand dollars to settle the suit everyone ought to be very happy. Tallulah will be happy in winning her point and the manufacturer will have obtained front page publicity - something it couldn't have bought for a million dollars.

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New York City Health Give Television Ads The Once Over
(Arthur Gelb in "New York Times")

Inspectors of the Health Department's drug division have been ordered to report any instances of false or misleading advertising over television, it was learned recently.

Although the department has not completed plans for the purchase of its own video set, three of the twenty inspectors have television in their homes and others have access to sets in the homes of friends.

Thus far, it was made known, only one case of misleading advertising has been brought to the attention of Edwin Ludewig, director of the Bureau of Food and Drugs, of which the division is a part. It concerned therapeutic claims made by a dentifrice sponsor. The sponsor, who was warned to moderate his announcer's boasts concerning his product, complied with the Health Department's order.

Jerome Trichter, Assistant Health Commissioner, declared that until now the division had been focusing its attention on the control of fraudulent advertising on radio and in publications. The Health Department's powers in such cases, it was explained, are authorized by Section 133 of the Sanitary Code.

"Although many advertisers on radio have cleaned up their scripts", Mr. Trichter said, "there are still too many companies which include in their broadcasts gross misrepresentations and fabulous promises of cure and relief that cannot be fulfilled. So far, television broadcasting has not been a source of serious difficulty to the Health Department, but scripts and shows are being reviewed daily to make certain that such defects do not occur."

Mr. Trichter pointed out, however, that radio and video stations have been "exceptionally cooperative" when asked to moderate advertisements. Questionable scripts are often voluntarily submitted to the division by the networks in advance of a show.

There is at present one office in the drug division where inspectors are able to tune in on the air waves. They transcribe programs when suspicious about a xcript so they will have a record in case an announcer decides to "ad lib" about a product.

"In some cases", Mr. Trichter asserted, "an announcer might slur over words or use strange inflections when discussing the fact in a script that a product is not guaranteed to cure everything and everyone. The script itself might get our approval, but the way it is read over the air might not."

The assistant commissioner said that his department's new television plans could be partly attributed to "a resurgence of bad patent medicine advertising" in the last few months on the radio and in publications.

"Old cures have been renamed and are being advertised as great, new discoveries at a time when the public is conscious of such actual great and new discoveries as penicillin and streptomycin", he said.

Mr. Trichter added that New York was the pioneer city in enacting regulations against the dissemination of false or misleading advertising. These regulations subsequently became Federal law in 1938. In the past year, he added, an estimated fifty advertisers were warned to moderate their claims. In all cases the advertisers cooperated. If a sponsor fails to heed the Health Department's request, he is liable to court action and a possible $500 fine, a year in jail or both.

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Why Mickey Rooney Fell Flat With The British
("London Calling")

If Danny Kaye was the "walkover" of the American invasion, it is fair to say that Mickey Rooney wasits major set-back. I think the difference in approach had a great deal to do with it. British audiences are good on the whole (probably much kinder than Broadway audiences), but they hate to be taken for granted. Kaye, by exaggerating his nervousness, the leaf-quivering jitters of the little man faced with a crowd of strangers for the first time, won his audience's heart at once.

Mr. Rooney's entrance was quite different. He bounced on to the stage with the air of one putting over a foregone conclusion. And none was more honestly surprised than Mr. Rooney to find sales resistance. He played the drums, the trumpet and the piano, and he gave imitations - all with that famous vigour and gaucherie which has charmed or, alternatively, repelled us through the years in so many "Andy Hardy" pictures. But somehow, the sum effect fell flat.

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TRADE NOTES

When Mayor O'Dwyer broke up the New York City wiretapping network, he discovered an apparatus, according to Drew Pearson, for listening to private telephone conversations without using even wires. All you had to do was to sit in an automobile several hundred feet away from a conversation and listen by means of a new-fangled radio eavesdropper.

Last Summer a joint press room of the Armed Services was set up at the Pentagon in Washington, but the services continued to handle their own public relations. Not only will the new office decide what news releases shall and shall not be made, but will establish its own radio, newsreel, photograph offices and arrange for all assignments of speakers, etc.

Plum blossoms and camellias flown from their California home lent a Springtime air to Justin Miller, President of the National Association of Broadcasters, and Mrs. Miller's tea at the Wardman Park Hotel in Washington last week. The Millers, who make their home now in Pacific Palisades, just outside of Los Angeles, are visiting in the Capital for a few weeks and renewing many old friendships.

At the tea approximately 200 dropped in to say "hello". Taking their turn at the tea table were Mrs. Fred Vinson, Mrs. William O. Douglas, Mrs. Robert Jackson, Mrs. Riley Rutledge, Mrs. Harold M. Stephens, Mrs. Tom Clark, Representative Helen Gahagan Douglas, Mrs. Harris Ellsworth, Mrs. Chet Holifield, Mrs. John Phillips, Mrs. Wayne Coy, and Mrs. Sam Bass Warner.

Among those assisting the hostesses were Mrs. Montfort Moodie and Mrs. A. D. Willard, Jr.

Arturo Toscanini's presentation of Verdi's opera "Aida" with the NBC Symphony Orchestra will be televised on March 26 (NBC, East Coast Network, 6:30 to 8:00 P.M., EST). It will be a simultaneous broadcast-telecast.

Acts I and II will be given on March 26. The broadcast of Acts III and IV on Saturday, April 2, has not yet been scheduled for television pending re-allocation of cable time.

Richard J. Redmond this week becomes Director of CBS General Television Operations in New York. For the past 13 months, Mr. Redmond was Assistant to the Vice President in Charge of CBS Television.

The British Broadcasting Corporation makes this observation:

"A running commentator on an outside sporting event has possibly the most difficult task in broadcasting, and there is no school of experience in which he can prove himself before tackling an actual broadcast. The BBC is always on the look-out for new talent in that line, but, having found what looks like the right man, the BBC has to do all the training, and since such training is best given on actual jobs, it is not easy to spread the net very wide.

"Omitting expert summarisers who often add commentaries to their summaries, the BBC's list of outside broadcasters since the war shows sixty-seven names, of which only 27 were doing running commentaries before the war."

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Robert D. Heinl, *Editor*

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March 30, 1949

"VICTORY TO THE SIDE WHICH SEES FARTHER, SOONER", GEN. SARNOFF

Far-sightedness takes on a different meaning in the great complexities of modern war, with supersonic speeds, guided missiles, and the danger of "surprise attack", Brig. Gen. David Sarnoff, retiring President of the Armed Forces Communications Association, told its members at their meeting in Washington. General Sarnoff, in the first address since his recent visit to Europe, recalled "it used to be said that the battle goes to those who get there 'fustest' with the 'mostest'."

"The victory, in another struggle", General Sarnoff observed, "could well go to the side which sees farther, sooner."

Referring to his stay in England, Mr. Sarnoff said:

"It was my privilege to dine and spend an evening privately with Mr. Winston Churchill, for whom I have great admiration. It pleased me, as a communications man, to learn that he has an intimate understanding of the part communications must play in modern military action. In his memoirs now being published, he goes out of his way, it seems to me, to emphasize the importance of communications, especially in the Battle of Britain. In describing the German air attack on England in August and September, 1940, he says: 'If the enemy had persisted in heavy attacks and damaged the telephone communications, the whole intricate organization of Fighter Command might have broken down. This would have meant not merely the maltreatment of England, but the loss to us of the perfected control of our own air in the decisive area.' And again he says: 'All the ascendancy of the Hurricanes and Spitfires would have been fruitless but for the system of communications built before the War.'

"Mr. Churchill is a keen student of military history, and much of his brilliance as a leader in World War II came from his studies and his application of the lessons that he learned. In such a study of the decisive factors in many important battles, one finds it strikingly significant that the means of communication available to the commanders and the use they made of their communication facilities often decided not only the outcome of the battle, but frequently established the strategy and tacticsof the day.

"In the expanding horizon which the electronic arts have brought to communications, there is the additional satisfaction to those of us in industry that we are not only adding to the structure of communications as a weapon of national defense, but that we are building by our developments a vast service to the home, to express by sound, sight, and eventually color, the fullest information, the best thought of our time, and our educational purposes, as well as serving the insatiable demandsfor wholesome recreation. In a larger sense than we may realize, we are helping by this means to build an instrument not only of war preparednessbut of peacetime living for the future.

"Better communications will make us stronger both in peace and in war.

"I have mentioned the significance of the availability of communications facilities as well as their effective use. The Armed Forces, I know, will take care of the latter. It is our job in industry, I think, to do all we can to assure that such advances as we make in the communications art are promptly made available to the appropriate military service. That is certainly one of the principal purposes of our Association and the reason so many firms and individuals are members.

"It is most fitting at this time again to express our sincere appreciation to Gen. Harry C. Ingles through whose vision the Armed Forces Communications Association was conceived and through whose encouragement it has steadily advanced. As Chief Signal Officer of the Army during World War II, he realized the vital role that such an organization could play in our national security. The success of our efforts in following toward the goals he pointed out reveals that he has charted for us an important course in the interests of the Nation."

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HARDEST JOB TO WAKE 'EM UP, COY TELLS AFCA; LACK NEW PRES.

In the preparedness stage before the last war and during the war, a lot was heard about "total war" and "all-out effort", Wayne Coy, Chairman of the Federal Communications Commission, told the Armed Forces Communications Association in Washington. "Actually, our attempts to achieve that state of mind constituted a tremendous struggle", Chairman Coy declared.

"The conversion from a business-as-usual peacetime attitude to a willingness to face the grim facts of war is our greatest of all preparedness hurdles. It involves one of the most painful of all processes -- clearing our mental decks for action. Long before we give up such luxuries as joy-riding, two-inch steaks and two-pants suits, we must give up such luxuries as burying ourselves in our accustomed, beloved routine, refusing to drop normally praise-worthy activities and procedures that do not contribute to the winning of the war, standing on protocol, tending to forget that the enemy is the aggressor nation and not the other agency, not the civilian agencies, not the military, not the government, not the other business concern; failing to utilize every existing means no matter whose, instead of losing precious days, weeks or months creating a new one with our brand on it; failing to relate everything we do to the ultimate goal of destroying the enemy in the shortest possible time and saving the lives of our soldiers and sailors. * * * *

"I believe that one of the most hopeful possibilities of cooperation between the military and industry is the movement toward standardization of radio equipments particularly as to components. In the past this lack of standardization has been costly and time-consuming in converting to war and in reconverting to civilial production. Wherever it is feasible and appropriate for the FCC to

assist in this effort in any way, as, for example, by incorporating changed specifications in its rules of good engineering practice, we are happy to do so. We invite more consultation on this subject."

One of the most important facilities for national defense, Chairman Coy said, were the 200,000 motor vehicles equipped with two-way radio.

These can be used for mass evacuations, fighting fires, repairing damage, and combating sabotage - and he expected to see a half million of them in use within five years, Mr. Coy said.

Fred R. Lack, of New York, Vice-President of Western Electric Company, was elected President of the Armed Forces Communications Association to succeed Brig. Gen. Sarnoff, of RCA, who has served as president of the Association since its formation in 1946.

Vice Presidents elected were Theodore S. Gary, Chicago, Vice President, Automatic Electric Company; Thomas J. Hargrave, New York, President of the Eastman Kodak Company; Rear Admiral Earl E. Stone, of Washington, Chief of Naval Communications; J. R. Cunningham, of United Air Lines at Denver; and C. O. Bickelhaupt, New York, Vice President of American Telephone & Telegraph Company.

New Directors are Walter Evans, Baltimore, Vice President, Westinghouse Electric Corporation; Paul Goldsborough, Kansas City, Trans World Airlines; and W. G. Eaton, Dayton, Ohio, Wright Field Electronics Laboratory.

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DREW PEARSON SUED FOR $300,000 IN GAMBLING CHARGE

Attorney General Fred N. Howser of California Monday in Washington filed suit against Drew Pearson, columnist and radio commentator, asking $300,000 damages for "untrue, false and defamatory statements" which he attributed to the columnist.

The suit, filed in District Court, charged that certain statements broadcast and w ritten by Pearson which linked Howser with gambling had as an aim "to discredit me (Howser) in the eyes of Congress and to destroy the effectiveness of our (California's) presentation of the tidelands case". The suit also quoted Pearson as saying Howser was being investigated by Gov. Earl Warren.

If we wins, Howser said, all money awarded except court costs and lawyer's fees will go to charity.

To the charges, Pearson answered:

"If I have to be sued, I don't know anyone I'd rather be sued by than Fred Howser."

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CROSLEY COLUMBUS TV STATION BEGINS APRIL 3; DAYTON SOON

When commercial operation of Crosley television station WLW-C, new Columbus, Ohio, television station of the Crosley Broadcasting Corporation, begins next Sunday, April 3, the third link in a regional video network will be completed. There will be no formal ceremony.

The television network includes WLW-T in Cincinnati, WLW-D in Dayton, and WLW-C in Columbus, all linked by a microwave relay setup which permits interchange of programs among stations.

WLW-C began transmission of its test pattern on Monday, March 21. Regular telecasts by the station were delayed until completion of relay towers at Mechanicsburg, Ohio, where the video programs of WLW-T in Cincinnati will be boosted into the Ohio capital for WLW-C telecast. WLW-C will carry between 25 and 30 hours of weekly programming.

An area populated by an estimated 1,231,800 persons is expected to be served by WLW-D.

Programs from WLW-D in Dayton will, in the early weeks of operation, be largely WLW-T originations, relayed to Dayton and Columbus by means of a complex micro-wave system. Later, when coaxial cable linkage is a reality, WLW-D will receive instantaneous television service from both NBC and DuMont video networks.

WLW-D's tower is 428 feet above the ground. The station is on Channel 5. Visual power is 16 kilowatts and aural power is 8 kilowatts.

The studio building is a converted roller arena which was about 40 percent completed when it was taken over by the Crosley Corporation. The building measures 121 by 281 feet.

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McANDREW NEW GENERAL MANAGER OF 3 NBC WASHINGTON STATIONS

William R. McAndrew has been named General Manager of the National Broadcasting Company's three Washington, D. C. stations - WRC, WRC-FM and WNBW (TV). Mr. McAndrew retains his previous title and duties as Assistant to the Vice President.

George Y. Wheeler, formerly NBC's Washington Director of Programs, has been named Assistant General Manager of the three stations. He is succeeded by Eugene Juster, former Program Manager of WRC. New Program Manager of WRC is Kenneth French. George Sandefer, Business Manager of WNBW (TV), has been appointed Business Manager for all three stations, relieving James Seiler to devote full time to his duties as Research Director. Other appointments include: Charles de Lozier, Assistant Sales Director; Stanley Bell, Sales Administrative duties; and Charles Colledge, former WNBW Television Field Supervisor, as WNBW Operations Supervisor.

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BELIEVED RUPPEL WILL PROVE FIGHTING EDITOR FOR "COLLIER'S"

There appeared to be general agreement among those who knew him that Louis Ruppel, hard-boiled Managing Editor of the Chicago Times and later Director of Publicity for the Columbia Broadcasting System, was made to order as the new editor of Collier's.

Delayed in taking over by illness, Mr. Ruppel was all set to become Director of the Clear Channel Broadcasting Service. Perhaps the story of his career is best told in the modest little sketch which appears in the current issue of "Who's Who":

"Ruppel, Louis, editor; b. New York, N. Y., June 11, 1903; s. Frederick and Lillian (Schultz) R.; m. Margit Gabrielsen, Dec. 5, 1926; children - Philip, Joseph. Reporter, New York American, 1924-27, New York Journal, 1928-29; polit. writer, New York News, 1929-33; U.S. dep. commr. of narcotics, Washington, D. C., 1933-34; mng. editor, Chicago Times, 1935-38; publicity dir. Columbia Broadcasting System, 1939-41; asst. to pres. Crowell-Collier Pub. Co., 1942; exec. editor Chicago Herald-American, 1945; resigned, Sept. 1945. Served as capt. U.S. Marine Corps, 1943-44; South Pacific Medal with 1 star. Clubs: National Press (Washington)."

Walter L. Quail, of WGN, Chicago, will continue at Clear Channel Broadcasting Service, Washington headquarters as Acting Director, and the matter of a permanent Director will be taken up at the CCBS meeting to be held in Chicago next month during the NAB convention.

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ASCAP EXTENDS VIDEO MUSIC FEE DEADLINE

Extension through April 30 of ASCAP's grant to telecasters to use its members' music without fee was voted by the Society's Directors last week.

Telecasters have been given free use of copyrighted music pending negotiations of a contract with ASCAP which would establish payment scales. The negotiations between ASCAP and broadcasters have been under way since the first of the year.

Broadcasters have agreed that such payment rates as are finally agreed upon will be retroactive to Jan. 1, 1949. The old ASCA P contract with broadcasters expired December 31. Negotiations pertain to both radio and television.

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WTHI, TERRE HAUTE, JOINS CBS NETWORK

Station WTHI, Terre Haute, Indiana, joins the Columbia Broadcasting System as a basic supplementary affiliate effective September 23, 1949. This brings the total number of CBS affiliates to 181.

The Terre Haute station is now an affiliate of the American Broadcasting Company.

WTHI operates with 1000 watts day and night on 1480 kilocycles. Anton Hulman, Jr., prominent Indiana industrialist and Chairman of the Board of the Indianapolis Motor Speedway, is President and owner of WTHI, with Joseph Higgins, General Manager.

The station is located in the Radio Center Building in downtown Terre Haute. Its four studios and the stream-lined auditorium for audience shows are regarded as the most modern in the country for a city of its size.

WTHI also operates an FM station, WTHI-FM, on 99.9 megacycles and 3 kilowatts.

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HOUSE VOTES FOR DAYLIGHT SAVING IN WASHINGTON, D. C.

The House of Representatives in Congress Monday voted 223 to 130 to let Washington,D. C. have another Summer of daylight saving time, starting April 24 and ending September 25.

The Senate yesterday (Tuesday) completed Congressional action on a bill to let Washington have the daylight time.

The Daylight Saving Bill cleared the Senate by a voice vote after the House-approved measure was called up by Senate District Committee Chairman McGrath (D), of Rhode Island.

The bill permits the District Commissioners to make it effective by issuing a special order.

Nearby areas are expected to follow the District in the time change as they have done the last two Summers.

Representative Klein (D), of New York, who had proposed a House bill like the one the Senate passed, made the final appeal for adoption of the one-year law during 35 minutes of debate. Mr. Klein said "the people here want it and that's the best reason I know to give it to them."

Representative Harris (D), of Arkansas, presented the bill for House action. He confessed, "I'm not so happy about daylight saving time, but I'm convinced the greater number of people in the District do want it."

Representatives O'Hara (R), of Minnesota, and Wadsworth (R), of New York, led a sharp attack on the daylight saving measure. Representative O'Hara said: "With this daylight saving time, you don't change the operation of the planets at all - you just discommode a lot of people."

Representative Wadsworth said daylight saving time in a great city forces residents of an area for 40 or 50 miles around to conform to it. He said the farmers hate it because for them "it imposes a definite hardship", particularly for dairy farmers.

Representatives Jones (D), of Missouri, Reese (R), of Kansas, and Brown (R), of Ohio, joined in opposing the bill.

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FLY, EX-FCC HEAD, ACCUSES DEWEY AS "FATHER" OF WIRETAPPING

Governor Dewey was described this w eek as the "founding father" of legalized wiretapping in New York, by James L. Fly, former Chairman of the Federal Communications Commission, testifying before a special wiretapping committee of the New York County Criminal Courts Bar Association.

Referring to Mr. Dewey's activities in New York as special prosecutor before he was elected Governor, Mr. Fly said there was a gross disparity between the results obtained by wiretapping and the price paid in terms of invasion of privacy.

He also announced that the American Civil Liberties Union, of which he is a member of the B oard of Directors, had requested the Governor to start an inquiry to gather facts about wiretapping and make a full report to the people,

The organization's letter said:

"Wiretapping is so questionable a practice, if not an unconstitutional violation, that it is high time it be reviewed with a full report made to the people as to its usefulness and dangers, with a view to abolishing such abuses as may be revealed."

Five witnesses appeared before the Committee. Most of them said they were opposed to wiretapping in any form and asserted that it was used in New York State in connection with minor crimes, and not for felonies, as intended.

One witness Osmond K. Fraenkel, a member of the Board of Directors of the Civil Liberties Union, suggested that policemen who asked for wiretapping orders and judges who signed them were violating the Federal Communications Commission Act.

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McDONALD SEES NO ZENITH CRITICISM IN COY BALTIMORE SPEECH

Critics reading into the much quoted speech of FCC Chairman Wayne Coy at the Baltimore Ad Club a rap at the recent television newspaper advertisements of the Zenith Radio Corporation of Chicago, found themselves in disagreement with Commander E. F. McDonald, Jr., President, who, responding to an inquiry today, (Wednesday, March 30), replied:

"Nothing that Chairman Coy said in his Baltimore speech contradicts any statement we have made in our advertising.

"I am in full agreement with the Chairman's statements as made except where he says that the obsolescence question is a tempest in a teapot. I think it is a full gale on the television sea with the public, the passengers, suffering because of the industry's operation of its vessels."

Chairman Coy said at Baltimore:

"I think this question of obsolescence of TV receivers is something of a tempest in a teapot. I do not think anyone buying a television set today has had a fraud perpetrated upon them. I can assure them that wherever a TV signal is available from a vhf transmitter, their set will render them fine service for many years -- and can be converted to render fine service for them if ultra-high frequencies are utilized for the present system."

Pressed for an expression on the subject of converters, Commander McDonald said:

"In my opinion converters, which are never satisfactory, will cost the public at least thirty or forty dollars plus installation. Building receivers to receive both bands will be less costly than the purchase of a converter. I have an indication that three manufacturers will shortly be on the market with two bands received which is as it should be."

In informed quarters the $1,000,000 suit filed against Zenith by Sightmaster Corp. and Empire Coil Company seemed to be taken by many as more or less of a publicity stunt. Nevertheless, it caused the resources of these concerns to be looked into.

One prominent financial reporting agency shows the tangible net worth of Sightmaster as $71,509 as of July 31, 1948. It also contains the statement that the total compensation to be paid to the officers of the corporation will not be in excess of $50,000 per year for the next two years.

The same agency shows Empire Coil Co., Inc. as having a net worth of $75,847 on July 31, 1947 and a net worth of $141,159 as of September 30, 1948 -- yet the strange thing is that in 1947 the Empire Coil Co. obtained a construction permit for a television station in Cleveland WXEL, which station has not yet been built, and

the FCC advised that the latest extension for completion date of WXEL in Cleveland is May 30, 1949.

Another financial reporting agency says of Sightmaster:

"The earnings have been profitable due to the fact that development and engineering expenses were avoided by utilizing kits made by Transvision, Inc."

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CAPITAL RACE NEWS WIRES CUT; RADIO STATIONS O.K.

All horse race wire services within a 20-mile radius of Washington, D. C. were cut off yesterday (Tuesday), putting the severest crimp yet into the area's bookie business.

Twenty-six teleprinters - one in Virginia, the rest in Maryland - and two wire services are involved in the sudden action. Press association tickers furnishing racing news to newspapers and radio stations were not affected.

Western Union officials would not comment beyond issuing a statement that they were "cooperating" with District Attorney George Morris Fay. But the bookies did not deny that they had lost access to up-to-the-minute information away from the tracks.

The wire service to the ticker drops was discontinued even though some of the machines were yet to be removed from the locations pin-pointed by Fay after last Friday's mass gambling raids.

More than 320 telephones at 300 Washington locations designated by Fay will be removed by the end of the week. The Chesapeake and Potomac Telephone Co. said Tuesday that notification to customers had been mailed and that removal would start Thursday or Friday.

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TELEVISION CALLED CHALLENGE TO ORATORS

Television will make most present platform orators look and sound sour, says a speech instructor, Henry Kingston, according to the United Press.

"The first casualty will be the stuffed shirt who is so impressed with himself that he doesn't bother to think of his audience", Mr. Kingston said. "Television calls for a new type of speaker, a person who can talk to you as though he were in your own living room," the Los Angeles State college instructor pointed out.

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LAMME MEDAL AWARDED TO ZWORYKIN, RCA, IN TELEVISION

The American Institute of Electrical Engineers announced this week that its 1948 Lamme Medal had been awarded to Dr. V. K. Zworykin, Vice President and Technical Consultant, RCA Laboratories Division, Radio Corporation of America, at Princeton, N. J., for his "outstanding contribution to the concept and design of electronic apparatus basic to modern television."

The medal, which will be presented at the Institute's Summer general meeting at Swampscott, Mass., June 20-24, was established through a bequest of the late Benjamin G. Lamme, one time Chief Engineer of the Westinghouse Electric and Manufacturing Company.

A native of Russia, Dr. Zworykin was formerly with Westinghouse. He holds various honors, including the Moorish Liebmann Memorial Prize, the Howard N. Potts medal, the Overseas Award from the British Institutions of Electrical Engineers and the Rumford Medal, awarded by the American Academy of Arts and Sciences.

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COMMERCIAL RADIO ON STATEN ISLAND, N. Y. FERRY RAISES RUMPUS

City officials and representatives of Staten Island civic organizations discussed Tuesday the plan for radio programs with commercials aboard Staten Island ferries. No decision was reached and other meetings will be held.

The session was held in the offices of the Marine and Aviation Department on Pier A, New York City. The city was represented by Deputy Commissioners Sylvester Cosentino and Edward F. Cavanagh, Jr.

The Staten Islanders said that their objection to commercials on the ferries might be withdrawn if the sponsors were not in competition with business on the island. The Commissioners said this aspect would be considered in any plans to pipe music aboard the boats.

The next step in this scheme, it was explained later, would be to arrange for public bidding for the music concession. Then, it was said, there would be another meeting between the Commissioners and representatives of Staten Island groups.

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NAB FILES OBJECTIONS TO 540 KC LIMITATIONS

Objections to a Federal Communications Commission proposal to impose limitations on the use of 540 kilocycles before the forthcoming conferences on the North American Regional Broadcasting Agreement have been filed with the FCC by the National Association of Broadcasters.

The NAB statement, filed by the Association's General Counsel, Don Petty, holds that the proposed limitations would prejudge the disposition of the valuable frequency by the appropriate international conferences, and constitute a "waiver by the United States of the use of this frequency for broadcasting purposes."

The NAB statement pointed out that the International Radio Regulations adopted at Atlantic City in 1947 allocated the frequency, 540 kc, exclusively to broadcasting.

"It was contemplated", the NAB said, "that such frequency would be classified by the interested nations on or after January 1, 1949. The immobilization of the frequency as proposed in this proceeding prior to NARBA would violate the principles of the Atlantic City Convention."

Maps attached to the NAB statement showed the restrictions overlapping so that a narrow stretch not more than 800 miles long would be the only area left available in which 540 kc would be assigned for broadcasting purposes. The strip runs through parts of Kansas, Missouri and Arkansas.

The NAB statement asked that the restrictions not be adopted, and that no determination of the use of the frequency be made by the FCC or any other U. S. representative until after classification of the frequency and opportunity for all interested parties to present and examine evidence in the matter.

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JACKPOT PROGRAMS "POISON AIRWAYS", THEOLOGICAL HEAD ASSERTS

Radio giveaway shows are "poisoning the airways so that the average home becomes a national lottery", Dr. Joseph R. Sizoo, President of New Brunswick Theological Seminary, New Brunswick, N.J., asserted in Washington, D. C. Monday.

He declared that the programs, multiplication of juvenile delinquency, increase in violence and "inordinate display of wealth" are signs of "a period of great moral lassitude" in which we live.

Dr. Sizoo, former pastor of the New York Avenue Presbyterian Church in the Capital, spoke at the monthly meeting of the Washington Ministerial Union.

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FARNSWORTH HEAD URGES APPROVAL OF SALE PROPOSAL

The President of Farnsworth Television & Radio Corp., wrote stockholders last Friday, a New York A.P. communication states, that it was doubtful whether the firm could stay in business without the financial help provided in its proposed sale to the International Telephone & Telegraph Co.

E. A. Nicholas, in his letter, urged stockholders to approve the sale at a special meeting at Fort Wayne, Ind., April 14. Directors of Farnsworth gave their approval to the sale plan February 17. It provides for I. T. & T. to buy Farnsworth by exchanging one share of its common stock for each 12 shares of Farnsworth, and to advance Farnsworth one million dollars to finance resumption of its suspended operations.

Farnsworth, manufacturer of Capehart radios and television sets ran into financial difficulties early in the year. It reported nearly $3,500,000 losses for the nine months ended January 31. The proposed deal would put I. T. & T. into the radio and television home receiver business for the first time.

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BURGMAN INDICTED AS NAZI RADIO VOICE

A Federal grand jury Monday, March 28, indicted Herbert John Burgman, former employee of the United States Embassy in Berlin, on treason charges. He is accused of broadcasting Nazi radio propaganda during the war.

Mr. Burgman, 52 yearsold, a native of Hokah, Minn., was employed for twenty years as a clerk and statistician in the Berlin Embassy prior to the outbreak of World War II.

The indictment charged that after Pearl Harbor, Burgman refused to return to the United States with other American diplomatic personnel. Instead, it said, he sought and obtained employment with the German Government radio service.

The indictment listed sixty-nine separate alleged treasonous acts in connection with his alleged management of the Nazi radio propaganda broadcasting facilities known as "Station Debunk, the station of all free Americans."

Burgman is the twenty-fifth American to be indicted for treason during World War II and the thirteenth to be indicted for assisting in enemy propaganda broadcasting.

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SCISSORS AND PASTE

"Minimike" Half Size Thimble; Weighs Only Quarter Of Ounce
("Hollywood Reporter")

A miniature microphone of professional quality, half the size of a thimble and weighing less than one-quarter ounce, developed by Altec Lansing Corp., is revolutionary in design and principle. Following the "Minimike" demonstration, prominent sound engineers were enthusiastic over possible uses and voiced the opinion it would have wide application in film production, radio television, theatres, public speaking and all fields where voice amplification is required.

For television and interviews the mike mounted on a wand can be held in the middle of the group for pickup of all conversation without passing it back and forth as is done at present. The minimike can be hidden on an actor's person when the latter is required to move through a wide area on a studio set. This would eliminate the traveling mike boom. Carrying the hidden mike idea further, it could be hooked up to a pocket radio transmitter carried by a player. For lectures and public speakers, a different type of circuit has been devised to allow the microphone to be placed in a coat lapel.

Radio Advertisers Who Nix TV Invasion
("Variety")

Mutual's attempt to experiment with Fulton Lewis as a video attraction has proved a costly venture. Result is that the network is now in the process of renegotiating a contract with its most successful co-op commentator, preventing him from going on TV without the web's official consent.

Strictly on an experimental basis, Lewis was given a TV show-case in Washington. Mutual apparently didn't reckon on Lewis' AM bankroller in the Capital, an auto dealer, doing a fast burn and immediately cancelling out.

Mutual recalled what happened when "Meet the Press" was bought for television by General Foods, which also had disastrous AM repercussions for the show. On that occasion the radio bankroller, Hi-Grade Products, which sponsored "Press" in the top eight key markets, also got sore and cancelled out.

Mutual is taking no chances on losing out on the hefty chunk of sponsorship coin Lewis brings in to the web.

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Says Tallulah Means Georgia Town To Him
(Henry McLemore, writing in "Washington Star")

Mind you, I'm not blaming Miss Tallulah Bankhead for suing two broadcasting companies, a soap company and an advertising agency for $1,000,000 for using her name over the air. A million dollars is a very comforting thing to have around the house, and even if the lady only gets half that much, why that's comforting, too.

But, without knowing any more law than a mischievous fellow is likely to pick up in night court, I would say she hasn't a chance

to win her suit. As I get it, Miss Bankhead and her lawyer contend that the word "Tallulah" belongs to her. The lawyer is even waving an old copy of Time Magazine with this paragraph marked: "Miss Bankhead is one of the few people in the English-speaking world instantly and unmistakably identifiable by her first name."

They believe, Miss Bankhead and her lawyer, that the mention of the word "Tallulah" immediately conjures up a picture of all of us who live in the English-speaking world. They do, huh? Well, it ain't so. Let 'em keep on believing that until they die, if they want to, but they're wrong.

Go to the State of Georgia and ask three-quarters of the people there what should follow the word "Tallulah" and they'll answer "Falls". Sure, I know that Miss Bankhead was named after her maternal grandmother, who was named after Tallulah Falls, but the Falls were there a long time before either Miss Bankhead or her grandmother.

I wouldn't be surprised to see the Falls hire a smart lawyer and get after Miss Bankhead.

For every person in Georgia who ever heard of Tallulah Bankhead, a hundred have heard of the Falls by that name. Long before Miss Bankhead was the toast of the London stage, long before she was making Noel Coward's stuff noisy and hoydenish, the Falls were pouring their water over the rocks, to cascade and gurgle into the welcome laps of the ferns and wild flowers.

I used to go there as a kid. Georgia kids are still going there, when the hot sun parches Central and South Georgia in Summer and the coolness of the mountains beckons. I have seen Miss Bankhead on the stage many times, and delighted in her artistry, but nothing she ever did gave me the pleasure Tallulah Falls did when, as a boy, I poked a toe in her cold, clear water, or just stood looking at her. She was mightier to me as a boy than Niagara ever was to me as a man.

My wife, Jean, just asked me what I was writing about, and when I told her she backed me up in my stand a hundred per cent.

"Certainly I am familiar with the name Tallulah Bankhead", she said, "but she isn't the first person who comesto my mind when I hear the name Tallulah. I always think of Tallulah Maley, a girl I grew up with in my home town. She is a cousin of one of my very dearest friends and lives somewhere in North Caroline, I believe. Around Charlotte, I think."

Frankly, Miss Bankhead, w hen people get to thinking they are so high and mighty that a name belongs to them, and to them a l one, they are, to use an expression right common around Tallulah Falls, "getting a little too big for their britches".

Let Miss Bankhead win her suit and the next thing you know King George'll be suing me for having a pointed named Rex.

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TRADE NOTES

Arthur I. Rothafel, son of impresario Samuel L. "Roxy" Rothafel, will report to CBS Television April 11th as Assistant to the Director of Programs. Mr. Rothafel is currently General Manager of Radio Station WFEA in Manchester, N. H.

Avco Manufacturing Corporation. Three months to Feb. 28: Consolidated net income, $1,078,787, equal to 14 cents a common share compared with $1,616,630, or 22 cents a share, in the similar period a year earlier.

Describing the sensational gambling raid that was made in Washington, D. C., without the advance knowledge of the police although they claim they gave the information, George Morris Fay, District Attorney said:

"The key to the whole thing was the communication center, radio, telegraph, ticker and telephone and recently the bookie joints have shown considerable interest in the television because it is making available to them the telecast of races themselves, the tote boards showing how much odds on each horse, the bets, the winner pay."

Drew Pearson, in his newspaper column queries Walter Winchell:

"The Hooper Survey is laying off some of its operators. What is this going to do to your rating?"

The NBC television network will be increased to 17 stations with the addition of WHTM, Rochester, N. Y., which will begin operating on a commercial basis June 11th, which will also be the 35th station to become affiliated with the NBC network on either a non-interconnected or interconnected basis.

Something new was added to Washington press conferences when, after Secretary of Defense Louis A. Johnson was sworn in, he asked each one attending his first press, radio, television, newsreel conference, - about 40 in number - to stand and identify himself by name and who he represented.

He said, after this was done, that he would know them from now on.

"I'll work with you", he promised, "if you work with me."

Consolidated net income of the Columbia Broadcasting System Inc. for 1948 amounted to $2.94 per share, compared with $3.45 per share in 1947. Net income from standard broadcasting operations in 1948 was greater than in 1947, but this gain was more than offset by a substantial increase in television costs resulting from greatly expanded television activities and by reduced earnings of Columbia Records, Inc.

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Founded in 1924

HEINL NEWS SERVICE

Radio — Television — FM — Communications

2400 California Street, N. W. Washington 8, D. C.

Robert D. Heinl, *Editor*

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No. 1869

April 6, 1949

WILSON,RCA, HITS BACK SHARPLY IN TV OBSOLESCENCE SCRAP

A powerful new element entered the fight which seemed to have the television manufacturing industry almost on the ropes when J. G. Wilson, Executive Vice-President, in charge of the RCA Victor Division, declared that predictions that a future shift of television broadcasting to higher frequencies will make present receiving sets obsolete are absolutely unfounded, and are not based upon scientific or economic facts.

Up to now RCA has been silent and significance is added to Mr. Wilson's entrance into the melee by the fact that Brig. Gen. David Sarnoff, RCA Chairman of the Board, after a call on President Truman last week to report on his European trip, was quoted as saying to the newspapermen that present television sets would not become obsolete "for many years" and would continue to receive normal service if UHF (ultra high frequency) were introduced.

Mr. Wilson took off the kid gloves when he waded into the fight. Though no names were mentioned, his remarks were obviously directed to Commander E. F. McDonald, Jr., President, and the Zenith Radio Corporation newspaper ads which started the whole fight.

"For any manufacturer to boast economic superiority for a television receiver that will not be obsolete eventually because it is provided with a few components for receiving higher frequency channels is unjustified and misleading", Mr. Wilson declared. "And to adapt such a set to receive higher frequencies would be an expensive job, probably more costly in total than the simple converter needed to keep present receivers in line with progress. With such a converter no modifications whatever are required inside the set."

Prefacing this, Mr. Wilson said:

"Naturally, the majority of manufacturers in designing their television receivers have the public interest continually in mind, and they adhere to standards set by the industry and by the FCC. But they cannot build receivers today for the future when it is not known what channels will be used. Engineers must know which higher frequency channels will be allocated to television and what the standards will be to supplement those already in use, before they can design the set of the future.

"Never in the history of wireless, radio broadcasting, or television have scientists and engineers been able to guarantee 'positive built-in assurance' that a receiver will not be made obsolescent by any contemplated changes in channels. Such a statement is no more true in radio and television than in the automotive, aviation, or any other field which thrives upon science and continually improves and advances in bringing new and added benefits to the public.

"The Federal Communications Commission has not proposed that the existing television channels be replaced by others. On the

contrary, Chairman Coy stated on March 23, as reported by the Associated Press, that the twelve channels 'will not be eliminated' and that 'present television sets available on the market will get service from these channels continuously.' Service on these channels is constantly expanding, and thousands of new receivers for these channels are reaching American homes daily.

"If and when additional channels in the higher frequency band are opened to television, their function will be to supplement, not to replace, the channels already in use. Instruments now in service will continue to serve, and new instruments also will come into American homes in much the same way that a new streamlined automobile takes to the road alongside cars that are 10, 20 and even 25 years old -- and all continue to give service to the public.

"Until it is definitely known which higher-frequency channels will be available for television it is impractical to design a set and unjustified to assert that it will efficiently pick up all channels by the mere adjustment of the tuning turret.

"If, as, and when the Federal Communications Commission decides that the higher frequencies are to be utilized for television, then and only then can the proper sets be designed. But when that day comes, the simple converter can be used with present sets to extend their tuning range into the higher-frequency spectrum.

"If a manufacturer has partially provided for possible conversion to UHF in current receivers, the customer is paying for such provision today for an arrangement which may prove inadequate tomorrow.

"RCA Victor considers it economically unsound to add to the price of existing equipment, costs that might not eventually be justified. This includes turret tuners or any other device built in to provide only partial coverage of the full range of ultra-high frequency channels which may be allocated by the FCC in the future."

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NEW DAYLIGHT SAVING RECORDING PLAN FOR DELAYED BROADCASTS

A completely new recording operation that includes 10 of the latest type RCA Victor magnetic recorders has been installed by the National Broadcasting Company in its Chicago Merchandise Mart Studios to handle delayed broadcasts when the network begins operating on Daylight Saving Time, Sunday, April 24th.

The new equipment will record all of NBC's daily 18 hours of network programming so that the affiliated stations remaining on Standard Time will receive these programs on special lines by transcription one hour after the live broadcast time.

The netire new tape recording operation will originate in the Merchandise Mart Studios, where 25 persons have been assigned to work on the new equipment.

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KOBAK SUCCESSOR TO BE CHOSEN AT MBS MEETING APRIL 8 - WEISS

That Edgar Kobak will be replaced as President of the Mutual Broadcasting System at a meeting of the Board of Directors in Chicago, Friday (April 8) was confirmed by Lewis Allen Weiss, of Los Angeles, Chairman of MBS. There was nothing definite said as to who might be Mr. Kobak's successor, but one frequently mentioned at this writing is Frank K. White, President of the Columbia Recording Company.

Although it was erroneously assumed by some that Mr. Kobak would maintain his $100,000 job, the Board named a special four-man committee to select a successor, consisting of Ted Streibert, WOR; Ben Gimble, WIP; Tom O'Neill, the Yankee Network, and Mr. Weiss.

A canvas of able and available executives since Mr. Kobak's resignation, says the Hollywood Reporter, finally selected Mr. Kobak's successor, a man with "legal background, experience in network operation, and about 45 years of age." He has agreed to take the job immediately with only the forman announcement of the Board to be awaited.

"In an effort to clarify his own status in the widely-publicized issue", the Reporter continues, Mr. Weiss said that there has been general dissatisfaction with Mr. Kobak for the past two years over his programming policy and lack of organization ability. Mr. Kobak refused to replace Phil Carlin as Program Manager until he was forced to several weeks ago.

"Mr. Weiss pointed out that although Mr. Kobak had publicly complained about the inadequacy of $1,500,000 as a yearly program budget, he had been frequently told by the Board that anytime he saw a program he wanted in excess of his appropriation, all he need do was telephone Mr. Weiss for okeh. At no time was such a call made, Mr. Weiss Said.

"Another complaint lodged against Mr. Kobak was the single-handed manner in which he administered his job, Mr. Weiss went on, with no reliance on his executives. Despite an autonomy exceeding any other network president, Mr. Kobak was wont to hold complete authority within his own hands to the point of morale deterioration, Mr. Weiss declared, so much so that Robert Swezey, the network's General Manager until recently, resigned for this reason.

"Indicative of the unanimity of the Board's action in replacing Mr. Kobak, Mr. Weiss said that at last month's meeting there was not a single vote of the eleven Directors dissenting or abstaining. This included the two of the Chicago Tribune (WGN) which up to that time had been considered as favorable to Mr. Kobak by many.

"The new man, according to Mr. Weiss, will be given wide authority in all phases of the network's operation, with the Board 'pointing only to general objectives.' One of these is raising the chain's total sales from the present 22 to about 25 million dollars. Another is executing the Board's idea of 'mood' programming

which, briefly, places similarly-themed programs, such as mystery or drama or comedy, together successively for a period - and then keeps them on long enough for audiences to get in a habit of tuning there and then.

"Contrary to rumors of internecine troubles between the 'rugged individualists' in the Mutual directorate, Mr. Weiss invited attention to the unity which has ultimately existed in all of their actions once matters have been threshed out. Beyond that, he added, the network is one of the wealthiest in resources with such stockholders as the Chicago Tribune, Gimbels, Bamberger, General Tire (Yankee Network) and Don Lee. There will never be any trouble about picking up network programs, he said, if those programs are good. That, he stated, w as Mr. Kobak's trouble - stations simply wouldn't pick up inferior shows.

"In June, when WOR goes on with its video adjunct, Mutual will announce a television network, Mr. Weiss said. At that time, MBS will have stations in such key cities as New York, Washington, Chicago, Detroit, Philadelphia, Los Angeles and others. In a couple of weeks Don Lee should have a CP for KFRC in San Francisco and that station will additionally augment the network's TV coverage.

"Radio is still supporting television, Mr. Weiss said, and will continue to for several more years. Although he was one of the first boosters of TV, since 1931, when Don Lee's experimental station went on the air, Mr. Weiss supports the contention that radio is a long ways from being extinct. His own KTSL, for example, will be carried along as a loss for at least a couple of years longer. And, insofar as radio in general, there is enough business available to keep every station loaded with advertising if they will only go out and work aggressively for their revenue."

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N.Y. FIRE DEPARTMENT TO USE WALKIE-TALKIES

The first experimental walkie-talkie radio sets, for two-way communication between firemen and supervisors on a test basis, are being ordered by the New York City Fire Department for early use at large fires. Ten units are being purchased at a cost of about $250 each, a nd an application for an operating license has been made to the Federal Communica tions Commission.

New York sets being ordered are crystal-controlled type transmitters, with receivers, so that supervisors outside burning buildings can speak to firemen inside.

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FCC ADOPTS CITIZENS RADIO SERVICE RULES; EFFECTIVE JUNE 1

Rules for the licensing of Citizens Radio Service stations on a regular basis were adopted as final by the Federal Communications Commission last week and will become effective Wednesday, June 1, 1949.

The prelude to the Citizens Radio Service dates from May 1945, w hen the Commission's allocations report established a band for the operation of "citizens stations". In accordance with this allocation, technical regulations for citizens stations came into effect December 1, 1947, and were designated as Part 19 of the Commission's rules. To supplement these technical requirements, proposed regulations dealing with the licensing and administration of citizens stations were issued by the Commission August 12, 1948 as proposed rules. In finalizing these procedural requirements, the Commission is recognizing Citizens Radio as a full-fledged service.

After the effective date of the new rules, licenses in the Citizens Radio Service will be issued on a regular service basis, rather than under the Commission's experimental rules as heretofore. Under the newly adopted regulations, licensing procedures have been simplified, and persons desiring to operate type-approved transmitting equipment may submit application on a single card form, soon to be available at the Commission's field offices and the Washington office.

Generally, any citizen of the United States who is 18 years of age or older will be eligible for a station license. Licenses will be valid for a period of five years and the station license is normally the only authorization that will be required for operation of a citizens station.

The Citizens Radio Service is designed primarily to afford a two-way short-range private communication service. Part 19 of the rules defines it as a "fixed and mobile service intended for use for private or personal radio-communication, radio signalling, control of objects or devices by radio, and other purposes not specifically prohibited herein."

Although the issuance of licenses in the Citizens Radio Service to persons and organizations who may be eligible for licensing in another type of radio service has been temporarily suspended by the Commission, the possible uses of citizens radio stations are many and varied. They may be employed for communication on farms, such as between house and buildings or workers in remote locations; for outlying camps and work crews, and for industrial plants and construction projects. Citizens stations may also be used to communicate with vehicles within a limited area and, as in the case of other radio services, for emergency communication when regular wire line facilities have been disrupted or rendered ineffective.

In addition, the short-range coverage of the Citizens Radio Service opens possibilities of radio control of devices such as gates and garage door openers, model aeroplanes, and display signs. However, the operation of such radio-controlled devices must be inter-

mittent in nature, in order to preclude undue interference to other users of the citizens band.

Citizens radio stations will not be permitted to charge for messages, to carry broadcast material, to transmit directly to the public, or to engage in communications which are contrary to law. Individual communications must be kept as short as possible because of the large number of persons expected to share this service. In these respects the Commission's monitoring network and field staff will be on the watch for any violations of the regulations.

Compact personal transmitting and receiving units are now being commercially manufactured, and additional models are planned, for the new service. The range of the units will depend upon local conditions and may vary from a distance of a few city blocks in the presence of high absorption or reflection to considerably greater distances under favorable unobstructed conditions. Stations in this service will be able to communicate with other Citizens stations within range, but not with stations in other services or with foreign stations.

Although Citizens radio transmitters may be operated temporarily by any person designated by the licensee, the latter must be in control of and responsible for the station at all times. Citizens stations using manually operated telegraphy may be operated only by the holder of a radiotelegraph license issued by the Federal Communications Commission. As in the case of other radio services, any transfer or modification of the station license will require approval by the Commission.

The Commission has established a procedure for "type approving" equipment to be used in the Citizens Radio Service. Transmitters or transmitter-receivers tested at the Commission's Laboratory and found to conform with the technical engineering standards set forth in the rules will receive a certificate of type approval. At the present time one transceiver has been approved and there are indications that others will soon be submitted for testing.

Two types of Citizens stations may be authorized, with the distinctions based on technical and operating specifications, including input power of 10 w atts for one type and 50 watts for the other type. All Citizens operation will be in the 460-470 megacycle band previously allocated to this service.

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NEW WGN-TV ANTENNA MAY 1; NEW BUILDING IN FALL

By May 1st the new WGN-TV antenna will be installed and in operation atop the Chicago Tribune Tower. The 100-foot combination RCA TV-FM antenna system will be supported by a steel mast that rises 33 feet above Tribune Tower, bringing the top of the WGN-TV tower to 610 feet above ground level.

A new General Electric TV transmitter is in the process of being installed on the 29th floor of Tribune Tower where it will share space with the WGNB-FM transmitter.

Carl J. Meyers, WGN Engineering Director, gave details of the television facilities in the new building that are expected to be ready for operation late this Fall.

There will be three studios devoted exclusively to television and three other studios in the building will be available for TV programs. The master control room will have an adjoining projection room and an announce studio. The projection room will house two 35mm projectors, two 16mm projectors and several slide projectors. The announce studio will be utilized for standby operations and interview programs such as "Sportsmen's Corner".

The WGN main audience studio will be modified to handle AM and TV shows simultaneously, through the installation of a combination AM-TV control room, special light control booths, and automatic curtains for regular stage productions. This studio, seating about 400 people, will be utilized for all types of audience shows and participating programs.

According to present plans the entire television operation and all facilities including executive and business offices will be moved to the new building by the first of the year, Mr. Meyers said.

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STRIKE CUTS OFF WASHINGTON NEWSPAPERS; RADIO BUSINESS BOOMS

Out of a clear sky as far as the average reader was concerned, the Washington Post and the Washington Times-Herald failed to reach the streets this morning (Wednesday, April 6). Up to noon today, neither the Washington Star or the Washington News (Scripps-Howard), evening newspapers had appeared.

Washington broadcasting stations immediately added news broadcasts and took over what advertising they could. The Star and Post have their own stations, WMAL and WTOP, but the Times-Herald and the News have no radio outlets.

Both the Post and The Times-Herald reported that the failure of the pressmen to report for work was a surprise to them. Negotiations between the union and the four major Washington papers have been in progress several months.

The former contract expired February 7th. George Walker, an official of the union local, said the entire contract was open to negotiation. He said "nearly every issue" was in dispute.

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FORT INDUSTRY TAKES ON NEW V-P; JONES, DETROIT

Fort Industry has added another top executive to its staff. Richard E. Jones has been promoted to Vice-President. Mr. Jones joined the organization last year as Managing Director of WJBK, Detroit, which included WJBK-TV and FM.

Mr. Jones has been associated with radio in Detroit for many years. He was formerly commercial manager of CKLW, Detroit-Windsor.

WJBK recently moved its studios into the Detroit Masonic Temple Tower. Its TV affiliate is the Detroit outlet for both the Columbia Broadcasting System and DuMont television networks.

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FM 1948 SET PRODUCTION 3,000,000; ARMSTRONG DEMONSTRATES

Everett L. Dillard, President of the Continental (FM) Network, summarized at the FM Association meeting in New York last week the gains made by both television and FM in the past year. Operating commercial FM stations in 1948, he pointed out, had advanced from 370 to more than 700; television from seventeen to fifty-two. FM set production in the year had reached 3,000,000, and television 1,000,000. The FM figure, he explained, did not include a large number of FM tuners built into television receivers.

Broadcasters have been selling "too much poor listening over bad AM reception" whereas "FM the 'life saver' - the radio industry's only means of giving every person good reception" has virtually gone begging, Edgar Kobak, President of the Mutual Broadcasting System, charged.

Enlarging on what he termed a strange broadcast apathy with regard to FM's wider and better use, Mr. Kobak disclosed that a recently taken Mutual coverage study of FM vs. AM had indicated that the Mutual System's 160- odd frequency-modulation affiliates do a "better job" of serving radio families in the area studied than do all of the system's nighttime AM stations, numbering nearly 500.

Major E. H. Armstrong, the inventor of FM, discussed the growth in use of his invention, current low-priced table receivers from more than a dozen manufacturers were on exhibit.

Major Armstrong contrasted these with one of his first experimental sets, a huge contraption of wires, tubes and gadgets which cost thousands of dollars and yet which was the forerunner of the inexpensive sets now available to the public, and which will perform the same miracle of ridding radio of its nemesis static. Major Armstrong also provided the audience with a demonstration of tape records of broadcasts from typical New York AM and FM stations which showed a marked superiority, not only in fidelity of broadcast but the greater coverage of the FM signals.

Ted Leitzell of the Zenith Radio Corporation, declared: "There are already areas in these United States where FM stations with alert, promotional minded management represent a better buy for advertisers, and will do a better job for them, than AM stations in the same city.

Any advertiser who buys network time without valuing above AM the FM outlets that he gets for little or nothing is just as crazy as a silver miner who throws away his by-products of gold and platinum."

Mr. Leitzell reported to the meeting on the results of a recent promotion campaign undertaken in cooperation with dealers and broadcasters all over the country, to the effect that, at a time when AM sets were backing up on dealer's hands, the public demand for FM sets had been such that the company had to increase its production since January, although during this period the demand for radios normally falls off seriously.

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RMA $100,000 TV GROUP SEEKS TO SOOTHE TRADE, REASSURE PUBLIC

With the industry a degree calmer, the members of the Committee just appointed by Max F. Balcom, President of the Radio Manufacturers' Association, will meet soon to outline plans "for giving public, trade, and government a ccurate television information".

The Committee is headed by Paul V. Galvin, RMA Past President and Motorola President. Other members: Benjamin Abrams, Emerson Radio & Phonograph President; Dr. W. R. G. Baker, RMA Engineering Department Director and General Electric Vice President; H. C. Bonfig, Zenith Vice President; James H. Carmine, Philco Vice President; James W. Craig, Avco's Crosley Division Vice President; Dr. Allen B. DuMont, Allen B. DuMont Laboratories head; Joseph B. Elliott, RCA Victor Division Vice President, and William J. Halligan, Hallicrafters Co. President.

In the mea ntime, a letter written by E. F. McDonald, Jr., President of the Zenith Radio Corporation, to Wayne Coy, Chairman of the Federal Communications Commission, was released by the FCC Chairman's office. In this, Commander McDonald wrote, in part:

"I have read every word of your address before the Advertising Club of Baltimore and I am not in disagreement with a single statement that you make. I can see that great care was used in preparing it; it is informative and factual.

"I do not envy you in trying to keep everybody pleased, but I again say to you that the laboratories of our competitors are working night and day to produce two band sets. They will start marketing them shortly and thereby somewhat relieve the situation that is going to exist with new stations going on the air in the UHF, with practically no receivers to receive them."

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Ninety-six loud speakers carry the Minister's words into all parts of the new $1,000,000 Baptist Temple at Akron, Ohio, and there is apparatus for recording his speech as well as for radio service. Special ear phones are provided for the hard of hearing and those totally deaf may participate in the sermon by a translator who uses sign language.

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WNYC, NEW YORK MUNICIPAL STATION, WOULD BROADCAST NIGHTS

New York City's radio Station WNYC is seeking Federal Communications Commission authorization to broadcast until 10 P.M., EST.

Coincidentally, S. N. Siegel, Director of the station, disclosed that WNYC had just received an extension until September of its temporary permit for broadcasting through the evening hours. Except for such a permit, broadcasting over the city's station would have to cease at 5 o'clock every afternoon.

Formal application for the permanent authorization will be submitted to the FCC within two weeks, Mr. Siegel said. For seven years, WNYC has operated daily until 10 P.M. under successive renewals of temporary permits, most of them for six-month periods.

The station expects to make a strong case for its long-term application on the ground that, as the only municipally-operated non-commercial outlet of its kind in the country, its services through long hours of the day and evening are vital to the public. Its functions go beyond entertainment to include disaster warnings, and other public services.

Mr. Siegel said:

"We do not have just a few sponsors, as most stations do. We cater to 8,000,000 sponsors."

And many of these 8,000,000 sponsors are quick to use the mails and the telephone to tell WNYC what they think. Bona-fide pieces of mail concerning programs received by the station numbered 38,105 in 1946, 54,947 in 1947 and 64,594 in 1948.

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GERMANS FEAR ALLIES' BAN OF BERLIN RADIO INDUSTRY

A german official expressed fear last week that American, British and French negotiations in London have agreed to ban Berlin's radio transmitter industry.

Wolf Steinbrucke, chief of the electrical industry section of the Berlin city government, the Associated Press reported, said German officials had unconfirmed reports that the industry is to be put back on the list of prohibited war potentials. He said the reports were that the British, fearing competition, had exacted the ban as a price for their agreement to save about 150 German plants from dismantling for reparations.

Steinbrucke said such a decision would have "disastrous" political repercussions in Berlin's Western sectors, which repeatedly have demonstrated support for the Western powers in the blockade.

The industry, employing a large number of persons, has been kept going by supplies from the airlift.

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RCA TO MANUFACTURE THEATRE TELEVISION EQUIPMENT

The Radio Corporation of America expects to start manufacture of instantaneous theatre television equipment in pilot run quantities by the end of this year and figures on marketing such video equipment for theatres at less than $25,000 per single unit, Barton Kreutzer, head of the company's film recording and theatre equipment activities, disclosed during a demonstration held in conjunction with the 65th semi-annual convention of the Society of Motion Picture Engineers. N ew RCA theatre TV equipment demonstrated is said to be more practical than any previously shown in that the only element of equipment required in the theatre auditorium is an optical barrel projector, 30 inches in diameter and 36 inches long, mounted on a seven-foot-high pipe standard.

All other equipment, power supply, etc. are in cabinets, which can be stored at some distance away. The projection throw of theatre TV has been increased from 40 to 65 feet. At 65 feet it is capable of projecting a picture 15 by 20 feet. The demonstration was limited to an 11 by 15-foot picture because of room dimensions.

Questioning the economic feasibility of commercial theatre-size television at present, except for a limited number of major sports attractions, Dr. Allen B. DuMont suggested selective use of regular TV broadcasts in motion picture houses until video receivers become more plentiful. DuMont recommended theatre spotting of home telecasts during an address at a luncheon opening the convention.

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TRUSTEES' SUIT FACES EX-HEAD OF MAJESTIC RADIO CORPORATION

Federal Judge Walter J. LaBuy last week in Chicago gave trustees of the Majestic Radio and Television Corporation permission to sue its former president. Attorneys said they might sue for $500,000.

Martin A. McNally, lawyer representing trustees John E. Dwyer and Donald J. Walsh, said they proposed to sue Eugene A. Tracy, In outlining their proposed suit to the court, they cited these charges:

That Mr. Tracy unlawfully exercised stock options and thereby realized $273,000; that he shifted certain personal obligations to the corporation; that employees had realized "substantial profit" through company stock deals arranged by Mr. Tracy; that he realized $72,000 in profits from a partnership to sell radio crystal controls in competition with Majestic, contrary to his contract with Majestic; that he received excessive salary and bonuses, and that he voted to pay a former president's family two years' salary of the former president after the latter had died.

Judge LaBuy postponed to may 16 a hearing on a trustees' plan for reorganization of the company under Federal bankruptcy law. Creditors opposed the postponement.

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SAM ROSENBAUM TAKES OVER FREE MUSIC PROJECT FOR PETRILLO

The welfare fund won five and a half years ago by the American Federation of Musicians, AFL, is going under new management, writes A. H. Raskin in the New York Times.

"After distributing nearly $4,500,000 to provide free public music programs, the union's brash, bouncy president, James C. Petrillo, is turing control of the fund over to a scholarly, soft-spoken Philadelphia lawyer who left the presidency of a radio station to become a wartime colonial in military government overseas.

"The change in administration of the fund is not likely to be as spectacular as the change in administrators. Samuel R. Rosenbaum, who has been designated as trustee of the fund by the manufacturers of records and transcriptions, is lavish in praise of Mr. Petrillo and the union for the way in which they have run the fund.

"'The money paid in as royalties on records has been used as a public service and not a feed bag', Mr. Rosenbaum says. 'The union has never treated the money as a slush fund and has administered it effectively and economically.'

"The new trustee's freedom to make changes in use of the fund is severely limited by the deed of trust under which he was appointed three months ago. The money must continue to be used to provide free musical programs and it must be allocated on a geographic basis that corresponds exactly with the formula used by Mr. Petrillo in distributing funds among his 640 locals.

"The principal change that Mr. Rosenbaum foresees is in the type of musical service that will be provided through the fund. He expects to put much more stress on musical programs in schools and less on music in hospitals. He thinks this will help to crease a new interest and appreciation for music.

"The transfer of administrative control over the fund from the union to a neutral trustee was made necessary by the provisions of the Taft-Hartley Law. Mr. Petrillo and his attorneys drafted the proposal finally approved by the Department of Justice for the change, which permitted revocation of the union's ban on the making of new musical records.

"The new agreement, which runs until Dec. 31, 1953, has a clause transferring control back to Mr. Petrillo if the Taft-Hartley Law is repealed or amended in such a way that the union may legally designate the trustee. It is generally thought, however, that the union president would favor retention of Mr. Rosenbaum, who has long been a partisan of the union in its battles with the radio and recording industries.

Mr. Rosenbaum concedes that the new system of trusteeship will result in the spending of a bigger share of the fund for overhead. Under the terms of the agreement, the trustee receives a salary of $25,000 a year. In addition, he must maintain a central office from which some 15,000 checks a month will be issued to musicians in all parts of the country.

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SCISSORS AND PASTE

Charges Admiral TV Set Performance Claim Not Provable
(Report of Chicago Better Business Bureau)

The current television advertising free-for-all has recently produced a new absurdity in superlative statements -- this with the publication by Admiral Corporation of the claim that its produce ia "guaranteed to outperform any set, anywhere, any time."

In reply to a protest by the Chicago Better Business B ureau that the claim by its very nature is impossible to substantiate, the Admiral Corporation described the statement as "a summation of competitive demonstrations wherein Admiral Television Receivers outperformed all other sets." The Admiral Corporation also said that some time in the future, it planned to hire an independent engineering laboratory to make conclusive tests.

The advertising agency handling the Admiral account offered to eliminate the word "guaranteed" from all future copy. The claims would then read "outperform any set, anywhere, any time".

Obviously such a revision still leaves a statement which has not been proven as fact. It is objectionable because it is physically impossible for any one manufacturer to make tests sufficiently extensive to support such a claim.

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Number Of Movie Theatres Using Advertising Films Doubles
("Hollywood Reporter")

The number of theatres getting a dded revenue from playing advertising films has almost doubled in the last ten years, it was revealed this week in a survey which showed 13,185 houses of a total of 18,351 are available for such commercial showings on their regular bills.

Seventy-two percent of the U.S. screens, with an estimated 53,494,900 weekly attendance, are open to commercial advertising at present, while in 1939, 6,787 of the then 17,541 houses, or 38.6 percent, were showing ad-plug pictures.

It was also learned that about 2000 theatres, pressed for more revenue in a declining entertainment market, have joined the commercial film list only in the last six months.

Showing of advertising films has become a multi-million dollar business for the exhibitors as well as the companies making and distributing the pictures which range from a one-minute short, and 90-second animated cartoon up to the more expensive one-reel or more short subject.

Judging from the rate care of one commercial distributing company, to show a one-minute subject for one week in every one of the 13,185 theatres would cost the advertiser more than $225,000.

Every state has shown an increase in the theatres using ad films, and in 21 states, their number has doubled or tripled during the last ten years.

Arkansas, Kentucky and Louisiana evidence the largest increases, the first going from 98 to 296; the second, 83 to 268, and the last, 123 to 366.

State leading in actual number of theatres playing the subjects is Texas with 1,177; in 1939 the tally was 531.

Illinois is next with 660, then Pennsylvania with 597.

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Wireless Covering 32 Miles O.K. But Skeptical As To Future
("Fifty Years Ago" Column in The "Washington Star")

"The successful test of the Marconi system of wireless telegraphy which has just taken place with the French Channel as a barrier between stations", said the Star editorially on March 29, 1899, "will probably demonstrate to most observers that the science of electrical manipulation is entering upon a new phase, the ultimate development of which no man can now foresee. The Marconi method of sending messages may not acquire much commercial value for some time. Despite the success of this first long distance test, it is apparently still in the experimental stage. But it is a distinct gain to prove that words can be sent by a current without the use of a conductor over a considerable space. The distance in the present instance was 32 miles. It is too much to say that in the present stage of the system this distance can be indefinitely extended, for it is stated that as far as the experiments have gone success comes only when the instruments and the vertical conductors are elevated high enough at each end of the line to clear the horizon. In other words, account must be taken of the curvature of the earth, as the existing methods permit only horizontal transmission". The Star, however, was sanguine about such difficulties being overcome.

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The Unintentional Influences Of The Wireless
("London Calling")

While there is much of practical interest of the student of broadcasting in No. 3 of Volume 3 of The BBC Quarterly, now published, one of the most penetrating and thought-provoking contributions is in the field of sociology. It is written by a well-known broadcasting priest, the Rev. Canon V. A. Demant, and his theme is: "The Unintentional Influences of the Wireless".

What effect has broadcasting, he asks, "not upon the discriminating listeners who get their 'education' elsewhere, but upon those for whom it is the regular and almost the only contact with the world of recreation, art, thought, and religion?" What kind of a mind and person does broadcasting produce "among populations for which listening has become an important part of the life-habit?" The erudite analysis of motives and reactions, conscious and subconscious, that follows constitutes a thesis commanding the consideration of all who recognise the influence of, and the dangers implicit in, broadcasting's function as a social force.

"It must be impressed on listeners in some way", Canon Demant concludes, "That the perspective they get from what comes over the air is a highly skillful and artificial creation of human ingenuity. If it is mistaken for 'second nature', it will incapacitate men for coping with the real problems the world presents to them."

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TRADE NOTES

That Atwater Kent had drifted far from his old radio manufacturing associates was indicated by the fact that none were mentioned among the 73 friends he left $442,000 to. Approximately $1,335,000 went to charities and educational institutions, $2,000,000 to his estranged wife, and it was estimated that his estate probably would exceed $4,500,000.

Bendix Radio and Television, Division of Bendix Aviation Corporation, has formulated a new price structure on television that will allow the Bendix dealers to accept liberal trade-ins on television sales.

"In the past", said Edward C. Bonia, General Sales Manager, "the low discount structure on TV has precluded the possibility of the retailer accepting trade-ins which is a most potent weapon of merchandising. Under our new pricing effective April 1, 1949, the consumer will receive a very substantial allowance for his old radio or TV set against the nationally advertised list prices on Bendix Television receivers.

A new technique for selecting suitable television and FM transmitter sites based upon actual field tests employing airborne equipment, was outlined in Chicago by Edward S. Clammer, Commercial Engineer of the RCA Engineering Products Department, before the annual convention of the National Association of Broadcasters.

As outlined by Mr. Clammer, the new system would provide information on field strength and incidence of echoes within the proposed service areas by employing transmitter and antenna radiating pulses of short duration, high peak power and low recurrence rate from a helicopter or balloon. A receiving equipment capable of indicating strength of received pulses and the amplitude of delayed echoes is assembled together with signal generator, oscilloscope, motor generator and an extension mast and dipole antenna in a mobile unit that can be deployed throughout the area under study.

The Washington Television Circulation Committee, representing the four operating television stations in Washington, D. C. (WMAL-TV, WNBW, WOIC, WTTG) reports that the April 1 official estimate of sets installed and operating in the Washington are is 40,750. This represents an increase of 3,350 sets over the March 1 figure of 37,400.

Television sets in Chicago now number more than 115,000, an increase of almost 100,000 since WGN-TV, Chicago, went on the air a year ago, according to a WGN-TV press release.

A television wage increase for union musicians has been agreed upon under a new one-year contract signed with the networks, James C. Petrillo, President of the American Federation of Musicians, AFL, announced Tuesday. Under the new arrangement, musicians on local telecasts will receive 80 per cent of the comparable rate for standard radio broadcasts instead of the previous 66 and 2/3 per cent. For network telecasts they will receive 90 per cent of the rate for standard broadcasts, compared with the former 75 per cent.

Other terms of appearances by union musicians on television had been settled last May 1 when a new three-year contract for radio was signed by the union and the networks. The television wage question, however, had been left open for further negotiation, and the new agreement was reached after several weeks of discussions.

WINX-FM will became WTOP-FM at 5:30 A.M. last Friday when WTOP programs were available for the first time to FM radio listeners.

The 20,00-watt station, at 96.3 megacycles on the FM dial will duplicate all programs broadcast over WTOP-AM, operating weekdays and Saturdays from 5:30 A.M. to 1:05 A.M. and Sundays from 7 A.M. to 1:05 A.M. the next day.

The station changed hands officially Thursday, when papers were signed transferring ownership from the WINX Broadcasting Co. to WTOP, Inc., which is owned 55 per cent by The Washington Post and 45 percent by the Columbia Broadcasting System. Purchase price was $160,000.

The first FM station in the Washington area, WTOP-FM began as W3XO, an experimental station, in 1938. It was purchased by The Washington Post October 30, 1945 and began broadcasting WINX programs June 14, 1947. Its present transmitter building at 5232 Lee Highway, Arlington, Virginia, (across the river from Washington) went into operation January 1, 1948.

A wire recorder that's not a wire recorder is the newest and most revolutionary equipment to be introduced in the office dictation field.

Developed and being released starting April 1st by the Peirce Wire Recorder Corp. of Evanston, Ill., the new machine actually utilizes wire as a high fidelity recording medium. But the development of a Wire-o-matic Cartridge and of other design features that are failored to office dictation needs make the new Peirce a dictation system, completely unlike conventional wire recorders in appearance, operation and applications.

Developed after 7 years of research, the cartridge is regarded as the outstanding feature of the new equipment. It eliminates handling of the wire; it simply slips in and out of the machine by the touch of a spring lever. It can hold any amount of dictation up to an hour, and a magnetic erasing feature makes possible its being re-used more than 100,000 times.

All sections of the New York-Philadelphia-Washington-Pittsburgh radio beam network are now in operation, the Western Union 1948 annual report reveals. "Experience with radio transmission clearly indicates the value of this method of communication", the report states. "These circuits demonstrated their unusual stability during severe storms in the early part of 1948 when parallel pole lines were prostrated. The Company owns sites for radio relay towers as far west as Minneapolis and as far south as Atlanta, so that its radio beam network may be expanded as needed.

"Radio beam towers between New York and Philadelphia have been equipped to provide two television channels. Commercial operation of these channels is dependent upon decisions by the Federal Communications Commission in the matter of rates to be charged for such facilities and whether they may be interconnected with the facilities of another common carrier."

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Radio — Television — FM — Communications

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Robert D. Heinl, *Editor*

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No. 1870

April 13, 1949

"HOW DO YOU KNOW?" McDONALD, ZENITH, TO WILSON, RCA, IN TV FRAY

As a result of our carrying the statement of J. G. Wilson, Executive Vice-President in Charge of the RCA Victor Division, last week (April 6) in connection with the television scrap, the following letter has been received from Commander E. F. McDonald, Jr., President of Zenith, who touched off the original explosion:

"I was interested in reading your lead story quoting Mr. J. G. Wilson of RCA. In your next issue I would appreciate it if you would, in my name, ask Mr. Wilson why he, in one paragraph, states 'Engineers must know * * * what the standards will be to supplement those already out, before they can design the set of the future', and in a succeeding paragraph, in the same article, he states 'A simple converter can be used with present sets to extend their tuning range into the higher frequency spectrum.'

"I would like to know why Mr. Wilson leads the public to believe that converters will make present receivers work on the new frequencies, if he does not know what the standards are to be. He should know that if the present 6 mc standards are changed, no converter will work on the new frequencies and none of the present receivers can be made to function properly on the ultra highs.

"The answer to this question, to me, will be the answer to the soundness of his entire statement."

Commander McDonald also sent a letter to all of the television manufacturers which read in part:

"The time is here for the radio and television industry to move as a body if we are going to build for the future to make television a great national industry.

"Television can come into its own nationally only when there are many, many additional television stations on the air. Everyone with an adequate knowledge of the situation concedes that the 12 present channels cannot serve the country. Television can expand only by moving into many additional UHF channels, which means that sooner or later every thinking manufacturer will have to provide receivers that will tune both the old VHF and the new UHF channels.

"While it is generally accepted that the present 12 bands are not to be eliminated, the fact remains that it has been stated repeatedly by FCC that the new ultra highs will have to go into some cities that now have the old VHF bands.

"It is ridiculous to assume that there will be separate markets for VHF and UHF. If many satellite cities like Waukegan, Illinois, near Chicago, or Camden, New Jersey, near Philadelphia, are assigned stations in the new UHF only, it does not mean that they will provide a market for single band UHF receivers. People in these cities will insist on reception from VHF in their areas and will demand two-band receivers.

"Some owners of VHF broadcasting stations now on the air have disputed the need for two-band receivers, evidently on the theory that the coming of UHF will dilute their audience. In other words, they seem to feel that if sets sold today will tune only the old VHF channels, there will be no danger of losing their audience to new UHF stations. What these gentlemen fail to realize is that if we manufacturers were to build, in the future, some sets that would tune the new UHF only, present stations would have no chance of getting these new set owners into their audience.

"We in the industry know that every television broadcasting station now on the air is losing tremendous sums of money and some of them may not be able to carry on and continue sustaining these losses. It has been charged openly that many owners of construction permits are stalling to the limit of their ability, hoping to wait until there is sufficient audience to make profitable television broadcasting operations.

"In spite of more than one million VHF receivers in the public hands today, broadcasting stations are suffering staggering losses. What is going to happen to the new UHF broadcasters when the band is opened if there is no large reservoir of UHF sets in the public hands to provide an audience. These entrepreneurs are forced to start with an audience of nearly zero, and I don't need to draw pictures of what is going to happen to them when you have before you the losses that are being sustained by present television broadcasters with over a million sets now equipped to receive them. If the industry is to anticipate this situation - as they should - every manufacturer should place on the market as quickly as possible, two-band receivers capable of receiving both the old and the new frequencies so that these new UHF broadcasters coming in on the ultra highs will have an audience waiting for them.

"The public has been misled on the value and useability of converters in the old short wave days; in the transition from 50 to 100 megacycles on FM. I know that we are not fooling ourselves, and we should not try to fool the public into believing that converters are going to be satisfactory in television, which is much more difficult to convert than either short wave or FM.

"Some manufacturers have protested the statement in our advertising that only Zenith has built-in provision for accommodating the ultra highs. That statement was true when made -- but we no longer will use it because we now know of other manufacturers who soon may be on the market with two-band sets. We welcome this growth of competition and look for the day when every manufacturer can make the statement that they also have two-band receivers. * * * *

"No industry can be built by misleading the public or by keeping them in the dark on future developments with the hope of making two sales instead of one.* * *"

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TV NOW ACCOUNTS FOR OVER HALF OF SET DOLLAR SALES, BALCOM SAYS

More than half of all set manufacturers dollar sales are currently in television rather than radio, Max F. Balcom, President of the Radio Manufacturers' Association, said last night (Wed., April 13) in an address before the Chicago Town Meeting of Radio Technicians.

TV set sales passed the half-way mark in January, Mr. Balcom said, "and from now on w e can expect that television will move steadily ahead of radio in dollar volume". Radio set production in units, however, still is far ahead of television, he pointed out.

Mr. Balcom warned the service technicians against assuming that "radio is on its way to extinction like the Dodo bird".

"I personally believe", he added, "that radio will continue to provide entertainment for the home for many years to come although readjustments of listening habits with viewing time probably will be necessary in cities which have both television and radio broadcasting."

The public today has about a half billion dollars invested in approximately 1,500,000 TV sets, Mr. Balcom declared.

"This year our industry expects to manufacture two million or more television sets, and in 1950 I believe the production of television receivers probably will reach or exceed three million", he added.

"By 1951 we can expect at least six million TV sets to be in operation in the United States with a public investment in them of about $1.8 billion."

Service technicians can look forward to an expanding and more stable business as television receiver ownership expands, the RMA president said. Most manufacturers will gladly turn over the job of TV set servicing to local technicians, he added, when they are assured that competent and well trained servicemen are available.

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GENERAL ELECTRIC WOULD CUT RADIO SET PRICES $15 TO $90

General Electric Company this week suggested to dealers and distributors price reductions ranging from $15 to $90 on three radio-phonograph combinations in seven models. Walter M. Skillman, Manager of Sales for the Receiver Division of GE, said the new prices were suggested to apply on merchandise shipped from the factory after April 1. Figures for the price reduction, he added, are for the Eastern price zone, with prices slightly higher in the West. Receivers affected by the reductions are a table model radio-phonograph and two console radio-phonograph combinations, Mr. Skillman said.

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ST. LOUIS "GLOBE-DEMOCRAT" BACK INTO RADIO VIA TV ROUTE

Usually it is the radio station and then the television development but with an acquisition of a minority interest in Station KWK, St. Louis, by the St. Louis Globe-Democrat to go with the paper's $1,500,000 television station now being built, something really new has been added. Furthermore, it marks the Globe-Democrat's second entrance into radio.

Although announcement of details awaited filing of the formal contract with FCC, it was understood the newspaper is buying about 15% interest for around $125,000, may acquire additional shares later, and will make still further purchases when and if KWK's television application is granted.

The Globe-Democrat closed down its four-month-old KWGD (FM) coincident with announcement of the merger with KWK.

Withdrawal of the Globe-Democrat's television application will leave six bidders (including KWK) for the four channels available in St. Louis under FCC's present and proposed allocations plans. KSD-TV, on the air for about two years, is St. Louis' only operating television station.

The KWK-Globe-Democrat agreement was announced by Robert T. Convey, President and General Manager of KWK, and E. Lansing Ray, publisher of the newspaper.

Mr. Ra y promised that "the cooperative support that the Globe-Democrat can lend to KWK, one of St. Louis' veteran radio stations, will bring to the community a new and modern community service."

The merger revives a radio association which started almost a quarter-century ago. Mr. Ray and Thomas Patrick Convey, founder of KWK and father of the station's present president, were stockholders in KMOX, St. Louis, when that station went on the air in 1925. Mr. Convey organized KWK in 1927, when he bought KFVE University City, changed the call letters and moved studios to the Chase Hotel.

KWK-FM will use KWGD's equipment and 525-foot tower atop the new building, which faces the newspaper office on 12th Blvd. The permit for KWGD, operating on 98.1 mc., is being returned to FCC but KWK-FM plans to seek the use of that frequency in lieu of its present 99.1 mc.

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RADIO ADVERTISING IN NEWSPAPERS ZOOMS TO $14,401,000

As compared with 1941, radio advertising in newspapers has shot up 554%. This represents $14,401,000 and includes both radio and television sets and broadcasters advertising, the Bureau of Advertising of the American Newspaper Publishers' Association reports. National advertisers' investment in newspaper space climbed to a new all-time high of $389,261,000 in 1948.

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CHICAGO STATION ASKS W.U. "HOW COME?" EXTRA BASEBALL LEVY

Station WIND in Chicago, owned by Ralph L. Atlass, who is not afraid to hit back when he thinks anybody is pushing him around, has protested against Western Union's proposed new rates governing use of its baseball play-by-play service, claiming they would discriminate against radio stations as compared to newspapers and press associations.

The protest said WIND is the originating station for the Mid-west Baseball Network, furnishing baseball broadcasts to some 30 stations in Illinois, Iowa, Michigan, Nebraska, Minnesota, Indiana and Wisconsin.

Contrary to Western Union's interpretation, the Chicago station claimed WU's past tariffs contemplated use of the Western Union baseball service over more than a subscriber station.

The proposed new rates, to become effective April 18 unless set aside by the Federal Communications Commission, would call for payment of $2 per game by each station using the service, plus the regular fee paid by the subscriber or originating station. These additional payments, WIND claimed, "would constitute a net profit since no additional payments, costsor charges are incurred" by WU.

WIND also argued that the "identical service is furnished to newspapers, and/or press associations, which subscribers may incorporate information received from (Western Union) in news services furnished to non-subscribers without additional charges of any kind."

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CATHODE RAY TUBE SALES ROSE SHARPLY IN 1948

Indicative of the sharp rise in television receiver production in 1948, sales of cathode ray tubes during the year increased more than 361 percent in number of units and more than 312 percent in value compared with sales in 1947, the Radio Manufacturers' Association reported last week.

Based upon individual company reports received by the RMA Transmitter Division and the National Electrical Manufacturers' Association, cathode ray receiving tube sales in 1948 numbered 1,265,472 valued at $31,985,461 compared with 274,000 tubes valued at $7,756,203 in 1947.

Sales of television receiver type cathode ray tubes to equipment manufacturers during the year totalled 1,179,444 units valued at $29,804,018. Renewal or replacement sales to users and distributors amounted to 84,230 tubes valued at $2,140,682. U. S. Government and export purchases in 1948 accounted for 1,380 units valued at $29,603 and 418 tubes valued at $11,158, respectively.

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CHARGE HIGH NEWSCASTING RATES SUBSIDIZED NON-PAYING SERVICES

It was brought out in the proposed findings in the matter of charges for communications service between the United States and foreign points filed with the Federal Communications Commission last week by the Mackay Radio and Telegraph Company, the intimation that high rates previously charged were for the purpose of aiding non-paying lines. A brief submitted by James A. Kennedy, Mackay counsel, stated, in part:

"A witness for United Press, one of the large American news distributing agencies, testified before the FCC that until the offer of service by Mackay, the newscast rates of American carriers offering such service were in almost every case considerably higher than any rates the news agencies paid for similar service in foreign countries and, as a result, it was suspected that the high rates then paid for newscasting service from the United States were subsidizing uneconomic point-to-point channels.

"United Press, before the end of the war and prior to the establishment of Mackay's 'newscast' service, endeavored to persuade Press Wireless - a specialized carrier in the field of press communication - to provide a world-wide newscast service at rates commensurate with the extensive use of such service for transmission of large volumes of news, but found Press Wireless unwilling to do so. United Press became a user of Mackay's service when it was established. The news agency distributes news directly to 951 newspapers and 151 radio stations in 71 countries or territories outside the continental United States, plus approximately 900 more served indirectly."

The brief stated further:

"Since the point-to-point rate increases authorized by the Commission would add approximately 6% to Mackay's point-to-point revenues, Mackay undertaook to increase its presscast rates sufficiently to yield approximately 6% additional revenue from this service. RCA Communications having then in effect a rate of $6.00 per hour for this type of service, Mackay could not competitively increase its own $6.00 rate. Consequently, in order to meet the requirements of the Commission's order, Mackay could only increase, as it did by 25%, the rate of $2.00 applicable to additional transmitters and the Tangier relay service.

"Mackay's gross revenue from presscast service, following the application of the 25% increase to rates for additional and relay transmitters, amounted to $19,418 forJuly, $20,074 for August, and $18,925 for September, 1948. On the basis of a study of costs associated with the performance of this service, Mackay shows net operating revenues of $1,979 for July, $2,604 for August and $2,051 for September, 1948."

The conclusion was that Mackay's revision of its tariff effective last June, increasing by 25% the rate applicable for additional and relay transmitters was a sufficient and proper compliance with the Communications Commission's order of last April.

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CREATES NAB CONVENTION SENSATION BY PREDICTING RADIO'S DOOM

The man who almost stopped the show at the National Association of Broadcasters' Convention in Chicago this week wasn't on the program. In fact, he didn't even speak, but most everyone was acquainted with or had heard of him. It was an old-timer, Merlin H. Aylesworth, first President of the National Broadcasting Company, and bocause of an article he had written in the current (April 26) issue of Look Magazine entitled "Radio Is Doomed".

Imagine what a hit the prediction that radio would be replaced by television in the next three years must have made at a broadcasters' convention. The first person to dispute this was Wayne Coy, Chairman of the Federal Communications Commission. However, Mr. Coy said that the essential difference in his and Mr. Aylesworth's points of view "is one of time".

Three years, Mr. Coy asserted, seemed much too short in terms of the radio manufacturing industry's ability to build the receivers necessary to give television real country-wide circulation.

"I predict that within three years the broadcast of sound, or ear radio, over giant networks will be wiped out", "Deac" Aylesworth wrote in Look. "Powerful network television will take its place, completely over-shadowing the few weather reports and recorded programs left to the remaining single independent ear radio stations. And stars who a re now big in ear radio will be the best in television.

"If you think this is too rash, consider these facts:

"Today, 1,600,000 American homeshave television sets.

"By the end of this year, 4,000,000 homes will have television - and 1949 is only the second year of major distribution.

"Already television reaches by coaxial cable from New York to Chicago and St. Louis. And a coaxial cable will reach the West Coast early next year.

"Television sets are not, as most of us might think, luxuries that only people with big incomes can have. You may be surprised, as I was, to know that among the 4,100,000 electrically wired homes in the New York metropolitan area and New Jersey there are: At least 600,000 television sets.

"Of these 51 per cent are installed in homes of people in the two lower income brackets.

"Fully 20 per cent are in homes that don't even have telephones.

"In other words, the television set is becoming a necessity, not a luxury, in the home. Here's a sample of what I mean:

"A few days ago, I was riding with a taxi driver. We missed two green lights while he told me how wonderful he thought his new television set was.

"Cost me400 bucks", he said. "But it's worth it."
"Yes?" I said. "How do you mean."
"Keeps my wife home all day, for one thing. I come home tired, see? I don't want to go out. I dont't want to do anything except sit there and watch Milton Berle. My wife, she likes to do the same thing. So we stay home - and laugh."
"You feel, then", I asked, "that you need it?"
"I need it", he said, "like a need my next dinner."

"Technical qualities of television, as in early ear radio and the movies, are far ahead of the programs we see. Technically, television is growing faster than most of us realize. At this moment there are 55 entertainment television stations in this country. Building permits have been granted for 67 more. And 314 applications are pending. Smaller stations will be built to serve smaller communities. But network television will be handled by five major networks: American Broadcasting Company, Columbia Broadcasting System, DuMont, Mutual Broadcasting System and the National Broadcasting Company. And they'll soon reach wherever you are.

"If you live in a town that has no television station today, but radio stores are selling sets, go ahead and buy one. Then start shouting for a station and good programs. You'll get both. You'll get them because, as my friend Owen D. Young, the industrial statesman, once told me, 'the dollar follows the service'.* * * * *

"A number of publishers today are worried that television will cut into the reading of newspapers, magazines and books. But I predict that just as ear radio helped increase this nation's literacy, helped build the reading of papers, books and magazines, so television will help step up the numbers in literate groups. * * * *

"I'v read a number of news stories and seen surveys saying that television will bring an end to the movie business - or greatly handicap it. I feel that the exact opposite will be so. Television will not only increase the movie audience by leaps and bounds, it will also be a great leveller of motion picture costs - which have always been a handicap to the industry.

"I've heard considerable gossip about coin gadgets to have televiewers pay the costs of television. But it won't work. It will be the sponsor who pays the bill for television programming. * * * *

"Soon television will become a six-billion-dollar industry. It will be one of America's ten biggest industries, may well be the shock absorber in the national economy.
"In whatever complex ways television will affect our morals, our manners, our thinking, our economy, I feel confident in summing up these things I'm sure it will do:
"1 - It will increase the number of sports fans and build up attendance at sports events.
"2 - Educators will find it a big boon in teaching people of all ages.
"3 - It will bring religion to more non-church goers, will encourage more attendance at church.

"4 - It will increase the number of movie fans and send more people into the movie theaters.

"5 - It will provide another big industry for American job-holders.

"6 - Just as ear radio helped increase literacy in this country, television will increase the numbers of readers of good books, good magazines, good newspapers.

"Television, here to stay, is already a necessity in the home."

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NEW ULTRA HIGH FREQUENCY TV BAND SOON, FCC HEAD PREDICTS

Keynoting the Annual Convention of the National Association of Broadcasters in Chicago last Monday (April 11), Wayne Coy, Chairman of the Federal Communications Commission, predicted that before many months, "a new ultra high frequency television band will be opened which will make it possible, given imaginative leadership rather than the Maginot Line type, to bring video service to all of America."

He envisaged the day when large cities would be surrounded by a series of secondary, or slave, television stations fed by coaxial cable or relay towers from the main stations in the city. The secondary stations also might tap the main cross-country coaxial cables. None of the slave transmitters would originate programs.

"One can build up a network similar to that of a railroad system", Mr. Coy said. "The video system would include major terminals, intermediate stations, short side spurs and secondary lines."

The Chairman stated further:

"There is also little doubt that TV and sound radio are entering a period of intensive competition", he said. "Make no mistake about it - television is here to stay. It is a new and irresistible force unloosed in the land."

Mr. Coy said that "there is grave financial risk in starting a new aural radio station today", adding:

"More than half of 340 new AM (standard) stations last year lost money as did 15 per cent of all stations licensed before 1946. Part of the blame must be laid at the door of excess profits tax, however."

All television networks and stations reported losses last year, but the trend is toward reduced radio incomes and increased television revenues, he said. "I see nothing on the horizon which indicates this trend will be altered."

The FCC Chairman urged broadcasters who might be tempted to lower program quality because of reduced radio incomes to "read the Communications Act and study the obligations for public interest, convenience and necessity."

"The public interest, I can assure you, is not expendable", he emphasized.

Referring to the large number of Americans still outside of television service areas, Mr. Coy said:

"People on Main Street know about television, are excited about it, and if they don't see signs of getting it in a reasonable time, they are going to start asking questions. The day of the hinterland, the backwoods and the sticks have passed in America."

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WASHINGTON STATIONS AGAIN CARRY NEWS BURDEN; PRESS STRIKE

Once more the radio stations in Washington, D. C., have taken over local news broadcasting facilities because of a strike on the four newspapers, - Post, Times-Herald, News and Star. The strike began Monday afternoon and is still on at this writing (Wednesday, April 13).

It was the second stoppage within a week. An unauthorized walkout of pressmen halted publication for twenty-four hours last Tuesday and Wednesday.

Stereotypers joined in this latest walkout, which had the sanction of the two international unions involved. The pressmen and stereotypers together control the two final stages of newspaper production.

The workers are seeking higher wages and shorter hours, among other things. The publishers say they are willing to submit the dispute to arbitration, but the unions have rejected the idea.

The Washington Publishers' Association said the two unions involved rejected not only arbitration but also a Federal Mediator's proposal for a fact-finding board whose conclusions would not be binding on the parties to the dispute. The unions had no comment.

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HERBERT BAYARD SWOPE BECOMES RCA CONSULTANT

Herbert Bayard Swope has joined the Radio Corporation of America in the capacity of Adviser and Consultant. His work with the Radio Corporation of America will not require his full time and he will continue his independent practice with other and non-competing organizations.

Mr. Swope recently resigned as Director of the Columbia Broadcasting System, Inc., of which he was a Director and Member of the Executive Committee, since 1932.

Mr. Swope was formerly a reporter on "The World", of which he later became the Executive Editor, during which time it won three Pulitzer prizes, as well as one Pulitzer prize awarded personally to Mr. Swope. Recently, he was a Member of the United States Atomic Energy Mission to the United Nations, which was headed by Bernard M. Baruch.

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RCA DISPLAYS COMPLETE 500-WATT TV STATION AT NAB CONVENTION

RCA this week revealed for the first time its "BASIC BUY" in television as a complete 500-watt television broadcast station. Designed to bring television facilities to the nation's smaller communities, the complete TV station layout was unveiled by the RCA Engineering Products Department at the 1949 exposition of the National Association of Broadcasters.

Unlike anything previously offered, the "BASIC BUY" comprises 182 TV equipment items which provide complete basic television broadcasting facilities and allow for local origination of film shows as well as network rebroadcasts.

The system is built around new RCA TT-500A or TT-500B television transmitters, which produce the same high quality pictures as the famous 5 KW TT-5A television transmitter; the widely-used superturnstyle type antenna; and the radical new RCA TC-20A switching console which can provide transmitting control, dual monitoring, audio and video control, fading and switching, and film control in one simple console.

"The BASIC BUY has been developed to permit stations in the smaller communities an opportunity to buy-in, right now, to the fastest coming medium in the long history of entertainment", said T. A. Smith, General Sales Manager of the RCA Engineering Products Department, in announcing the new TV package. "With the BASIC BUY equipment, a video service comparable to 250-watt AM is possible right now in many areas."

The "Basic Buy", Mr. Smith explained, will operate on film and coaxial cable network to start. However, in locations where no live network service is available, it is still possible to operate exclusively on film, using kinephoto transcriptions as the backbone of television service. Kinephoto service is now available from the major networks. Such film is already being turned out in New York, Chicago, and Hollywood studios at a rate that exceeds that of the entire motion picture industry in actual footage.

Priced to sell from approximately $70,000 to $85,000 (depending on channel frequency and amount of antenna gain required), RCA foresees the new "Basic Buy" as establishing a significant trend in the broadcast industry. Already marketing plans for 1949 and 1950 are being formulated on the growth of television in the smaller communities across the nation.

With the "Basic Buy" television can be brought to any community with the following additional outlay -- suitable site, tower facilities, small transmitter-film-control house (a one-story 30 x 40-foot structure is adequate), and proximity to co-axial cable, existing station or other source of programming.

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PRIMARY HIGH-FREQUENCY VOLTAGE STANDARD DEVELOPED

Recognizing the importance of high-frequency standard voltage in the field of radio and electronics, the National Bureau of Standards is developing primary standards of voltage forradio frequencies up to serveral hundred megacycles. This work is being carried on by M. C. Selby, under the direction of W. D. George of the Bureau's Central Radio Propagation Laboratory, as part of a broad program to develop national standards for electrical quantities at all radio frequencies.

Precision voltage standards are urgently needed by communications services and research groups in the adjustment of many laboratory and field instruments operating at high frequencies. The calibration of signal generators, field-intensity meters, radio receivers, and vacuum-tube voltmeters depends on the accuracy of available reference standards.

A practical high-frequency voltage standard must combine reliability with maximum precision and should approach as closely as possible the accuracy of the direct-current voltage standard - the standard cell. With this in mind, the Bureau has concentrated on methods of measuring single-frequency voltages directly in terms of a standard direct-current cell. Specific techniques have been chosen for best time-efficiency and accuracy over the widest range of voltage and frequency, without using frequency corrections. Reliability has been achieved by cross-checking the results of several independent methods based on different principles. Reproducibility of results and agreement between individual primary-standard methods is required within plus or minus 1 percent, since measurements to that accuracy are considered to be of good precision in the high-frequency region.

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PRIEST'S QUIET WORDS GET PRAYING YOUTH OFF 540-FT. TV TOWER

The public is quite accustomed to the Empire State and other tall buildings, bridges, etc., being the places for demonstrations, suicides, etc., but now the tall television tower enters into the picture.

A man identified as William Mooney, 22, this week climbed to the top of the 508-foot television tower of Station KGO, on Twin Peaks near San Francisco, where he hung by his feet and shouted prayers to a crowd below.

A priest's question, "Are you coming down?" brought the young religious eccentric from the precarious perch where he had climbed to "pray" for the salvation of the city of San Francisco.

Clad only in shorts, barefoot, with a rosary strung around his neck, he had spent nearly two hours on the wind-swept steel framework of the slender Station KGO-TV tower that juts up atop Mount Sutro. In plain view of thousands of San Franciscans who trainedbinoculars and telescopes on him, but obscured from ground observers at the foot of the tower by a dense ground fog, he had dangled by his knees, upside down, telling his beads and chanting.

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SCISSORS AND PASTE

The Silent Press
("Washington Post")

(Note: This editorial appeared last week following the first newspaper strike in Washington which lasted only 24 hours, and before the second strike which is on at this writing which again included all four Washington newspapers.)

On Wednesday, thanks to the eccentric behavior of Local No. 6 of the International Printing Pressmen's Union, the inhabitants of Washington were given a brief taste of what a world without newspapers would be like. The decision of the pressmen to remain in "continuous meeting", as they chose to call it, was so unexpected that out-of-town newspapers lost the opportunity to benefit by the episode. And by the time most Washingtonians were aware of what had happened the shelves of all the newsstands had been emptied.

The strike, however, did not continue long enough to test the truth of the adage about no news being good news. Indeed, it must be confessed that there were many who wholly failed to notice the disappearance of the public prints until they were informed of it by neighbors or acquaintances or heard announcements of the strike broadcast by the local radio stations. Among those who did notice, more were more concerned about the further adventures of favorite comic-strip characters than about the progress of the cold war, or of the crusade against the local gamblers or the status of the European recovery bill, or the closing prices on the New York Stock Exchange, or the outcome of the exhibition game at Orlando, Fla., between the Senators and the Kansas City Blues.

We are also obliged to confess that the Congress and the executive departments of the Government somehow worried through 24 hours without benefit of the usual Delphian advice from the editorial pages and the syndicated columnists. Of course, most newspapers, including The Washington Post, put up proofs of their editorial opinions outside the buildings for the benefit of those who were seeking instruction and guidance on matters of great pith and moment; but the number of such persons was hardly great enough to constitute any serious traffic problem for the police.

You may imagine, then, that after these somber reflections, we are grateful to Mr. Ed Murrow of the Columbia Broadcasting System who told his listeners that the strike had proved that newspapers do have a place in the world. We tend, said Mr. Murrow, to take the secondary uses of newspapers entirely for granted. For without newspapers, as he observed, some of the most commonplace operations of life, such as the lighting of log fires, or the packing of glassware, or the lining of garbage pails, or the wrapping of fish, would become infinitely more difficult and complex.

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Johnson Feels Broadcasters Should Have Preference At TV Licenses
("Hollywood Reporter")

Sen. Edwin W. Johnson, Chairman of the Senate Interstate Commerce Committee, said recently he thinks broadcasters should be given preference over picture people in competition for television

licenses. But he thinks the question of their comparative qualifications to go into TV is rather academic because he is convinced that there will be no serious shortage of channels once the ultra-high frequencies are made available.

While he would not want to see the major film companies in the TV picture if only the present commercial channels were available, he would not be concerned at having them in the TV ranks when more channels are to be had.

Senator Johnson said he doubts that TV will close many theatres, but he thinks it will force many radio stations out of business. For this reason, as well as their "historical right" and the fact that many broadcasters have heavy investments in the development of TV and other advances in the broadcasting art, he thinks they deserve the first crack at TV licenses.

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Doesn't Favor Putting On The Advertising Heat
(Robert U. Brown in "Editor & Publisher")

While we're on the subject of free publicity, we've just received the best explanation of why an advertiser should not try to get free space just because he is an advertiser.

George Jordan, former AP and Washington Star man, now head of the public relations department of Olmstead & Foley, Minneapolis advertising agency, in addressing the Minnesota Savings and Loan League recently, said:

"Never try to force an editor or a radio station to use your publicity on the basis of your importance as an advertiser. I can tell you why in about three sentences. First, it probably won't work. Second, if it does work, you have richly earned a large dividend of ill-will on the part of the news side of the newspaper or radio station. Third, you have done what you could to reduce the value of your own advertising.

"You know, you pay good money for newspaper space or for radio time on the assumption that readers or listeners, who came to be informed or entertained, will stay to hear your message. The number of readers or listeners who come depends upon the reputation the news or radio editor has built for informing or entertaining. If he has done a good job - you get a chance at many readers or listeners. If he has done a poor job, your advertising is worth less. So every time you try to pervert his judgment by forcing him to decide on the basis of a false consideration - like the amount of money you spend with his advertising department - you are making it that much harder for him to pull in the readers or listeners you are paying to reach."

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TRADE NOTES

Former President Herbert Hoover, Chairman of the Commission on Organization of the Executive Branch of the Government, will make five broadcasts over the Columbia network during the week of April 18, reporting on the work of the Hoover Commission.

Mr. Hoover will appear each day during the week as the guest of Lyman Bryson, CBS Counsellor on Public Arrairs, for an informal, a d lib discussion of "You and The Hoover Commission" (CBS, Monday through Friday, 6:15-6:30 P.M, EST, April 18-22).

The radio assembly business in Mexico expanded during 1948 from fewer than 2,500 sets to an output of approximately 72,000 units, mainly United States brands. Practically all parts are imported from the United States. No receiving tubes are made in Mexico, but quartz crystals are produced in quantities to supply domestic demand.

WJR, Detroit, gives us this reminder of communications in the "good old days":

"On April 3, 1860, the first Pony Express Rider mounted a swift pony at St. Joseph, Missouri, and dashed across the prairie picking up a fresh pony e very twenty miles with a new rider taking over every seventy-five miles. In this manner the precious saddle bags were rushed across the plains, the Rockies and the Cascades to Sacramento, California, where the swift steamer "Antelope" hurried the bags to San Francisco completing the eleven day trip and forging another link in the mighty chain of communications which binds this great country together."

A 41-year-old wholesale grocery salesman, James Locke, of Tulsa, Okla., won $20,000 in merchandise prizes on CBS' telephone quiz program, "Sing It Again", Saturday, April 9, by naming Charles Correll, Andy of the "Amos 'n' Andy" radio team, as the "Phantom Voice".

Immediately after Mr. Locke cracked the riddle of the "Phantom Voice", emcee Dan Seymour told listeners about the new "Sing It Again" jackpot, starting at a record-breaking $50,000.

The new prize offer consists of a minimum of $25,000 in merchandise for the listener who can come up with the correct name of the "Phantom", with the added opportunity of winning $25,000 in cash if he can answer one other question about the "Phantom".

A deal to provide video material for Crosley television and at the same time guarantee against losses for amateur athletic clubs has been set this week by Telesports, Inc., sports subsidiary of Crosley Broadcasting in Cincinnati, Dayton and Columbus.

Terms of the Telesports-boxing club contract call for Telesports to guarantee certain operating expenses of the individual club. If gate admissions do not pay these expenses, Telesports will pay them; if admission revenue from the matches exceeds operating expenses, all profits will be the exclusive property of the individual club.

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Founded in 1924

HEINL NEWS SERVICE

Radio — Television — FM — Communications

2400 California Street, N. W. Washington 8, D. C.

Robert D. Heinl, *Editor*

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No. 1871

April 20, 1949

HAS COY "TALKED TOO MUCH"? HIS REVEALING CRITICISM SURPRISES

That Wayne Coy, Chairman of the Federal Communications Commission, should have let his hair down at the National Association of Broadcasters' Convention at Chicago last week to the extent of revealing that he had been criticized for talking too much, is still a black market topic of conversation in the industry. Even more surprising to the broadcasters apparently was that Mr. Coy would further admit that the call-down apparently had made him good and mad. Whether or not he resigns for a more lucrative position, as has been so often reported, it was evidently figured by the critics that the "too much talking" revelation would not be particularly helpful to him either at the FCC or on the new job if he should change.

As told in Chairman Coy's own words at the Broadcasters' Convention, the account of the much talked about incident follows. Said Chairman Coy:

"I have had a lot of trouble with this speech. I have been unduly pestered about a title for it so that, as they said, it could be properly billed.

"I didn't realize the significance of the repeated requests which my office received from NAB's Washington headquarters until I read a story last week reporting industry gripes about the agenda for this Convention. This story, quoting an anonymous industry topper, said in part:

"'It's time we were getting down to specifics, since the industry is now faced with an economic crisis. Instead of playing around with the birds, bees and flowers, why doesn't the NAB dish out the facts of life?'

"Now it seems that what this writer, who is as anonymous as the industry topper just quoted, was driving at is some supposedly irreconcilable conflict within NAB. The small operators versus the big operators. The large segment of NAB's membership versus those who pay the larger share of the dues.

"All of that made interesting reading. However, I was really upset when I read the next to the last paragraph which said in plain language that the answer to the gripes about the agenda not coming to grips with the problems facing the industry 'won't be found in the star billing given Attorney General Tom Clark and FCC Chairman Wayne Coy. It's the feeling that with Coy now having virtually completed the gab circuit with a multiplicity of speeches, his value as a drawing card has diminished. And how, one griped, can Tom Clark tell us how to sell SearsRoebuck as a national account?'

"You can understand my feelings, I am sure. To put it mildly, I was disillusioned and frustrated. I was a failure. I have

talked too much. You people in the broadcasting business know entirely too much about what I think. When you stop to think about it then you realize just how bad things really are. It is almost to the point where there is no element of surprise left. (Underlining is ours. R.D.H.)

"What is expected of Tom Clark and me? Are we to tell you how to stay out of jail and out of the red?

"Maybe the Attorney General can tell you how to stay out of jail. Maybe he has worked out a formula in this field for broadcasters. I am sure that if he gives you such a sure-fire formula for staying out of jail and I should propose to adopt it as an FCC rule or regulation there would be loud and vociferous objections from the industry on the grounds that (1) such a regulation would be in violation of Section 9(a) of the Administrative Procedures Act, and (2) that the broadcasters ought to be free, under the First Amendment, to decide for themselves whether or not to go to jail."

Evidently Mr. Coy was pretty sure he could get away with this rebuke judging from his telling the Rotarians in New York a few days earlier how they felt they had to bow down to the FCC even to laughing their heads off at the Chairman's jokes whether they were funny or not.

Said Mr. Coy:

"I have found outthat the way Rotary gets a speaker is to do it by indirection. They have him approached by a member who knows him or is in the same line. They had me approahced by a friend whom we shall call 'Bill'. Perhaps 'friend' is too strong a term. After all, he is one of those fellows we regulate -- or try to regulate. He is classified as a radio broadcaster. When the give-away programs total $10,000,000 annually, I suggest that Rotary reclassify all broadcasters as philanthropists. But he is not too bad a fellow at that!

"Since this Bill is responsible for my being here, he has been anxious that I make a good impression. He has been giving me a lot of suggestions. 'Don't make your speech too technical', he said, 'or the members of the club will go to sleep.'

"'Also,' he admonished, 'be sure to tell them some funny stories. Rotarians like a good laugh.'

"Well, I have been Chairman of the Federal Communications Commission for about a year and a half and a lot of things have happened to me in that time but none of them have been funny. I like a good laugh as well as anyone, but you won't find it at the Federal Communications Commission.

"Oh, there have been some laughs during some of the speeches I have made. But those speeches were made to members of the industries that the Federal Communications Commission regulates. And you have no idea how easy it is for a man to get laughs from a

group when he happens to be the Chairman of the government agency that regulates them. Even the faintest sign that he might be a human being is good clean fun to them.

"His feeblest wheezes being down the house. You would think he was a combination of Charlie McCarthy, Milton Berle and Schnozzle Durante.

"An sometimes they even laugh when I'm in earnest."

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RICHARDS WOULD RESIGN FROM ALL STATIONS; SEEKS TRUST CONTROL

Retirement of G. A. Richards from active control of Radio Station WJR in Detroit, WGAR in Cleveland and KMPC in Los Angeles was sought in an application filed with the Federal Communications Commission in Washington last Monday.

Upon approval of the Commission, control of the three stations will pass to three trustees, all residents of Michigan, who have accepted the appointments, subject to FCC approval.

The trustees named are: Dr. John A. Hannah, President of Michigan State College at East Lansing; L. P. Fisher, Vice-President of Fisher & Co., Detroit, and Harry J. Klingler, Vice-President of General Motors and General Manager of the Pontiac Motor Division of GM. Mr. Fisher lives in Detroit; Mr. Klingler in Bloomfield Hills, Michigan.

In applying for consent to relinquish control of the three radio properties, it was said, Mr. Richards is following a long desire to retire from active business on his 60th birthday which occurred last March 19th, according to a statement by Don Hogate, Public Relations Counsel in Washington, which continues: "His retirement also conforms with the general retirement policy of the company. In recent years, Mr. Richards has not been in good health, and he has spent most of his time in Beverly Hills, California, where he now resides.

"'I have been actively engaged in the radio broadcasting business for more than a quarter of a century', said Mr. Richards. 'In my long association with radio, I have seen the industry develop as a major factor in national public opinion. In that development, our goodwill stations have always adhered to the highest and fairest standards of broadcasting. Citations received from the American Legion, Veterans of Foreign Wars and many other groups, coupled with thousands of commendations from every group and strata of the general public testify to the public service our stations have performed. I am confident that my successors will continue to carry on these constructive policies.'

"Mr. Richards has owned WJR, the Goodwill Station in Detroit since 1926, and has developed it into one of the major radio stations in the country. It is a basic Columbia station with 50,000 watts

power. Mr. Richards and his wife, Mrs. Frances Richards, own 62.39 percent of the stock outstanding.

"Station WGAR in Cleveland was founded by Mr. Richards in 1930, and has been one of the outstanding radio properties in Ohio. It is also a 50,000 watt station on the basic Columbia network. Mr. Richards owns 71.64 percent of the stock outstanding.

"Station KMPC, known as the Station of the Stars, was acquired by Mr. Richards in 1937. It has 50,000 watts daytime power. Mr. Richards owns 64.8 percent of the outstanding stock.

"The three trustees of the property will exercise general supervision over policies and operations of the stations, as soon as approval is granted by the Commission.

"Dr. Hannah has long been recognized as an outstanding educator. He is President of the Association of Land Grant Colleges and Universities; President of the Michigan State Board of Agriculture, and is a member of the Michigan State Council of Defense; the Michigan Council of Education, and the Michigan State Board of Control for Vocational Education.

"Mr. Fisher retired from General Motors as a vice-President in 1944, but remains a Director of the Corporation. At one time, he was General Manager of the Cadillac Motor Car Division. He is also a Director in the Continental Illinois National Bank of Chicago.

"Mr. Klingler has been General Manager of Pontiac since 1933, and is widely known in automotive circles."

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FCC ASKED FOR SPEEDY APPROVAL OF KLAC, L.A., TO RALPH ATLASS

Warners asked the Federal Communications Commission last Friday for speedy approval of its purchase of New York Post publisher Dorothy S. Thackrey's California radio properties, including KLAC-TV and KLAC-AM, Los Angeles. At the same time Warners filed an application for sale of KLAC-AM to the newly-formed KLAC, Inc., headed by Chicago radio station owner Ralph Atlass.

Warners last month agreed to sell KLAC-AM to Mr. Atlass for $405,000 if the Commission approves its purchase of the Thackrey holdings and the resale transaction. Since it already operates KFWB, Warners could not own a second station in the same city under the FCC ruling against duopoly.

The Warner petition to the FCC urged immediate action because "time is of the essence" in publishing the required notice of sale in the Federal Register. Completion of the transfer of KLAC-AM to Mr. Atlass must be approved by the Commission before Aug. 1 under the terms of the agreement, Warners explained. Therefore, the necessary 60-day waiting period after publication should end by about mid-June, Warners declared, if the transfer is to be accomplished.

The FCC has held up approval of the Warner-Thackrey deal pending further study of the position of the Paramount anti-trust defendants as qualified TV licensees.

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WOR BUYS ENTIRE NEW YORK CITY BLOCK FOR TELEVISION CENTER

Radio station WOR has purchased the entire square block bounded by 67th and 68th Streets, Broadway and Columbus Avenue, in Manhattan, as a site for the future construction of buildings for offices and studios to be used by its television station, WOR-TV, and to be the neucleus of one of New York City's large television centers.

"No time for construction will be set in the immediate future", Theodore C. Streibert, President of WOR, said in making the announcement of the purchase. "Currently WOR is constructing two large television studios at 7 West 66th Street, in space we recently leased from the American Broadcasting Company, and those studios will be ready when WOR-TV goes on the air on channel 9 this Summer."

The 67th Street property is now the site of an automobile parking lot. In 1899 an Armory was built there. It was successively the home of the 22nd New York Regiment and the 104th Field Artillery.

While no figure was available on estimated expenditures for development of the Armory block, realty observers pointed out that the value of the land was so great that only the outlay of a comparatively large sum would be logical.

The block is listed in the city's tax assessment books for 1948-49 at $1,151,000, but it was reported that recent negotiations for a reduction had been carried out to effect a cut of more than 10 per cent in the official valuation. The adjustment would place the new tax valuation close to $900,000, and in some quarters it was believed that the price was near that figure.

In 1929, when the 104th Field Artillery moved to its present home in Jamaica, Queens, the block was sold by the city to Max Verschleiser and associates at a memorable auction sale conducted by Joseph P. Day.

Mr. Verschleiser paid $3,375,000 for the property and was reported to be planning a large sports arena there. But the subsequent depression forced abandonment of the project, and in August, 1930, the block was sold to Louis Abrons and the General Realty & Utilities Corporation in a foreclosure auction for $3,275,000.

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McFARLAND NAMED CHAIRMAN SENATE COMMUNICATIONS PROBE GROUP

Senator McFarland (D), of Arizona, has been appointed Chairman of the Senate Committee to investigate radio, telegraph and telephone communications by Senator Edwin C. Johnson (D), Chairman of the Senate Interstate Commerce Committee.

The other members of the Committee are Senators Kefauver(D), Tenn., Johnson (D), Colorado, Tobey (R), New Hampshire and Capehart (R), Indiana.

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COURT REFUSES TO BLOCK SALE OF FARNSWORTH

Supreme Court Justice Bernard Botein in New York yesterday (April 19) dismissed two suits brought to prevent the International Telephone & Telegraph Corp. from acquiring the assets of the Farnsworth Television & Radio Corporation.

In an hour-long opinion read from the bench, Justice Botein said that while a hard bargain may have been driven, it "was not an unscrupulous bargain".

The court said:

"The truth of the matter is that Farnsworth entered the conference room stripped of its most potent trading asset, a competing alternative to selling out to I. T. & T. It may be that I. T. & T. representatives were aware of this situation and drove a hard bargain. Businessmen are not sentimentalists and deals are made under such circumstances daily in the business world. . ."

The court passed upon actions brought by Robert W. Kenny, a former attorney general of the State of California, and Harry Hecht, both Farnsworth stockholders.

In his petition for an injunction, Kenny alleged that "Farnsworth and International wrongfully entered into a conspiracy and concerted program to cause Farnsworth to go out of business contrary to the interests of Farnsworth's stockholders."

Justice Botein noted that Farnsworth lost 10 million dollars in the four years ended last January, currently was losing $10,000 daily, had from time to time sold capital assets, and that cash on hand as of January, 1949, was "less than $20,000".

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CBS SUED FOR $500,000 IN PRUDENTIAL THEATRE BROADCAST

Damages of $500,000 were demanded in a Superior Court suit filed by Cardinal Pictures and Harry M. Popkin against CBS, Benton and Bowles agency, Prudential Life Insurance Company et al over a Prudential Theatre broadcast March 6 of a radio play titled "Impact" and starring Gregory Peck.

Popkin charged that the dramatization was misleading to listeners who might have felt that it was his film, "Impact", starring Brian Donlevy and Ella Raines, which was being broadcast.

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N.Y. ATTORNEY GENERAL NAILS BIG TIME TV CITIES PROMOTER

New York State Attorney General Nathaniel L. Goldstein last week obtained a permanent injunction in Supreme Court against Norman N. Rankow, whose offices were listed at 345 Lexington Avenue, originator of a plan for the construction of two gigantic television cities in New York.

An affidavit filed by John Trubin, Assistant Attorney General, alleged that Rankow, President of the World Television Studios, incorporated by him in 1945, and Video City, incorporated last year, had induced thirty-five persons thus far to back up his ideas with $35,000. Virtually all the money has been spent by Rankow, the affidavit said.

The World Television Studios project was scheduled for an unspecified 300 acres in Queens at a cost of $75,000,000. According to an artists's mimeographed plan, a television paradise was envisioned there.

The development was to consist of eighty-nine buildings, including twenty-four studios for video broadcasting and film making; an auditorium, twenty-five miles of paved roads, a telephone exchange to handle 250,000 calls daily, twelve executive restaurants, a dozen cafeterias, numerous rehearsal halls, a talent school for 1,000 students, a policy and fire department, dressing rooms for 800 actors and a parking lot for 7,500 vehicles.

Video City, on the other hand, was described to potential investors as a proposed seventy-two-floor skyscraper 900 feet high. The site was supposed to be just west of Times Square, on an undisclosed block. No cost was specified.

The court papers showed that, in exchange for the money Rankow collected from interested parties, he issued promissory notes "accompanied by an agreement calling for the issuance of stock of either of the two corporations after the loans had been liquidated."

Mr. Trubin said that the case was brought to the State office by "three or four" persons who felt that they had been duped. The Securities Bureau thereupon subpoenaed Rankow and his books. Since he had not filed as a dealer in securities in the State, he was charged with violation of Article 23-A of the General Business Law.

If Rankow disregards the injunction, the Attorney General's office said, he will be liable to a maximum penalty of one year in jail and a $500 fine.

The affidavit showed that Rankow's record went back to 1935, when he received a suspended sentence in California on a bad-check charge. Three years later he was sentenced to jail for one year in the same State for violating a securities law.

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JOHN CARSON, FTC NOMINEE, IS HARD HITTER; KNOWS RADIO, TV

Although there are some signs of opposition to the appointment of John J. Carson to the Federal Trade Commission, his friends are evidently not taking it too seriously. Mr. Carson's name has been referred to the Senate Interstate & Foreign Commerce Committee. As yet no date has been set for its consideration.

It was a coincidence that two oldtime newspaper men should be brought back into official Washington at about the same time - Stephen Early, formerly of the Associated Press as Undersecretary of Defense, and John Carson, previously with Scripps-Howard and other papers.

Much more has been printed about Steve Early than John Carson. Nevertheless the latter, if confirmed, as seems likely, may be of considerable more importance to the radio industry than the former, the reason being that it is almost a foregone conclusion that because of his long newspaper and Government service, Mr. Carson would take an active interest at the Trade Commission in spiking any false claims made in connection with radio and television. Endeavoring to protect the public has always been right down John Carson's alley and it would be surprising if the supervision of radio and television advertising were not among the first things to catch his eye at the FTC.

Another reason is that Mr. Carson, now 60 years old, was identified with the early days of radio legislation. He was secretary to the late Senator James Couzens of Michigan from 1924 to 1936 and was clerk of the Senate Interstate Commerce Committee, which Senator Couzens headed, when what became the Communications Act of 1934 was under consideration. It was that law which created the present FCC.

There are certain outstanding characteristics about John Carson. One of them is that he will fight at the drop of the hat and the other is if he thinks he's right, he will look the other man squarely in the eye and tell him where to go - and not abbreviate it with initials.

A liberal Republican, Mr. Carson is well-known in Washington news and radio circles. He was born in Johnson County, Indiana. From 1895 to 1905 he attended the public and parochial schools of Indianapolis. He worked at the Van Camp Packing Co. in Indianapolis from 1905 to 1910 and was on the Indianapolis Sun and Indianapolis Times from 1911 to 1918. Afterward he served on the Washington staffs of the St. Louis Globe Democrat, St. Louis Republican, the Baltimore Sunpapers, and the Scripps-Howard Newspaper Alliance, 1918 to 1924.

Mr. Carson was formerly Consumer's counsel of the National Bituminous Coal Commission and is now Director of Research and Information of the Cooperative League of the U.S.A.

Senator Brewster (R), of Maine, in an interview with a reporter on the Washington Post, said that Carson will be asked by the Senate Commerce Committee to explain several statements he made in 1945.

Among these, Senator Brewster said, was Mr. Carson's testimony before a special Senate Committee on Economic Planning in February, 1945. The record shows Carson said then that "the world of competitive capitalism began to have its death rattles in 1929 and it has been in convulsions ever since."

"Mr. Carson has been nominated by the President as a Republican member of the Trade Commission", Senator Brewster said. "We would like to know if his views on economics and business reflect the views generally held by Republicans.

"From what I have read of his statements, I doubt that they do."

Fulton Lewis, Jr., MBS commentator, has been another outspoken opponent of Mr. Carson.

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GIVES CLOSE-UP OF RADIO USED IN NEWSPAPER PROMOTION

In what is probably one of the first of its kind, Bert Stolpe, Promotion Manager of the Des Moines Register & Tribune, has completed a survey of newspaper promotion by newspapers.

Mr. Stolpe's study involved 73 papers, of which 27 were under 100,000 circulation, 18 were from 100,000 to 250,000, and 28 were over 250,000. The papers are well distributed geographically and include all but four of the major newspapers in the United States.

The most surprising fact uncovered in the study, Mr. Stolpe thinks, is the singular lack of uniformity in the basic radio promotion techniques used by papers of all circulacion classes. This, he says, showsthat use of radio by newspapers is still very much in the experimental stage, and suggests that television may eclipse radio as a promotion medium before newspaper promotion managers derive maximum results from radio.

The only radio technique which is widely used is the spot announcement. However, spots are used by less than half of the newspapers who use radio at all. In a typical week, the newspapers studied use a total of 1,196 announcements, of which about half are 60-word spots. Thus, Mr. Stolpe says, if newspapers can be said to have a basic radio promotion tool, it is the 60-word spot announcement.* * *

Mr. Stolpe expressed surprise at the lack of correlation between circulation of papers and the amount of money they spend for radio promotion. A very large eastern paper, he points out, spends $75,000 annually, while another with a circulation of less than 200,000 spends more than three times that amount, thus becoming the largest annual radio promotion spender among newspapers. It is followed by an eastern paper (less than 1,000,000) with $225,000; a regional paper (over 400,000) with $150,000; and two corn belt dailies (over 300,000) with $100,000 each.

The few papers who pay cold cash for radio time believe that they get results that substantiate the cost and have more faith in the effectiveness of radio as a promotion medium than those who acquire time in other ways. Mr. Stolpe believes this is true because those who buy "cash" time are privileged to get choice chain and spot breaks on an equal footing with other advertisers, while those who trade space for time generally speaking get time which is less desirable.

Every one of the 18 papers which uses radio extensively as a promotion medium and yet did not furnish statistics on costs or planned merchandising either owned a radio station or traded space for time. This, Mr. Stolpe says, pointed up a definite lack of control over the time traded. Consequently copy used is of general nature instead of specifically selling features, columns, news breaks, or services. According to the survey, cash buyers of time are more satisfied with radio as a promotional medium because they are better able to judge results. All time used by "cash buyers" is hard-hitting sell and action copy.

Ownership of radio stations among the newspapers studied seems rather strangely distributed, Mr. Stolpe discovered. Three of the 27 papers under 100,000 circulation own their own stations, and the same is true of six of the 18 papers from 100,000 to 250,000 and seven of the 28 papers over 250,000. Mr. Stolpe believes that the popularity of FM stations in medium-sized cities is a factor which accounts for the relatively large percentage of radio station ownership among papers of the 100,000-250,000 circulation class.

Comparatively few daily newspapers use no radio promotion at all. One promotion manager points out that in his city the radio audience is split 13 ways while the newspaper readership is not split at all. He felt that radio promotion under these circumstances would be a waste of money. Others who used no radio time, said they could not hope to sell advertisers on the superiority of newspaper over radio advertising if they used radio themselves.

Mr. Stolpe believes the survey has been useful in proving that few papers believe they have found the secret of radio promotion, and that most of them will frankly admit that they are still experimenting with the medium. He points out, however, that those who use radio at all spent an average of $25,000 each last year. This, he believes, shows that promotion managers who a re getting results are convinced that radio has a definite place in newspaper promotion.

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A.P. RADIO STATIONS INCREASE FROM 456 TO 940

Kent Cooper, Executive Director of the Associated Press, said in his annual report last week, that the AP had served 1708 newspapers and 940 radio stations in this country during 1948 with a degree of teamwork "rarely if ever matched."

Mr. Cooper points to their participation in the exchange-of-news principle as "exceptionally valuable in a reas in which there are radio members but no newspaper members."

Referring to radio wire contributions, Mr. Cooper states: "The results were beats in many cases and increased speed in others... There were cases in which stations provided the first news, detailed news and even pictures on breaks of widespread interest."

The general service, he says, benefited much from this additional protection.

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WSYR-TV TO GO ON AIR IN FALL - G.E. TRANSMITTER

General Electric will supply the television transmitting equipment for WSYR, Syracuse, which will be one of the first Upstate New York TV stations to carry network telecasts from New York City, it was announced by the G-E Transmitter Division, Electronics Park, Syracuse, N. Y.

Expected to go on the air early in the Fall, the station will feature mainly network programs originating from the National Broadcasting Company in New York. These programs will travel from New York to Albany via co-axial cable and will be relayed by micro-wave links from Albany to WSYR in Syracuse.

Ground will be broken during April for the one-story building which will house the WSYR television transmitter, a General Electric low-band type with a visual power of 5-kw and an aural broadcast strength of 2- kw. At the transmitter site, which has a ground elevation of 1440 feet, a 200-foot antenna tower, topped by a G-E five bay antenna, will be erected. According to A. G. Belle-Isle, Chief Engineer for WSYR, this will give the station an effective radiating elevation of 1650 feet, and should permit the signal to blanket the area for at least a radius of 35 miles.

General Electric equipment will also be used for WSYR's telecasts from the Syracuse area and includes a TV studio camer, a 16-mm slide projector, a film projector, and a film camera channel. Also on order for WSYR is a G-E 2,000-mc S-T link and miscellaneous monitoring equipment.

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TENFOLD EXPANSION OF INDIA RADIO PLANNED

India, ranking fourth among the world's users of broadcasting frequencies after the United States, Britain and the Soviet Union, is planning a tenfold increase in the area and the population served by her radio system under an eight-year radio expansion plan, according to Reuters dispatch.

Under the scheme, India's medium-wave transmitters will serve an area of 500,000 square miles instead of 50,000 square miles

as at present, and will carry broadcasting facilities to 80,000 villages instead of the present 15,000.

Three 100-kilowatt short-wave transmitters will carry the "Voice of India" to the farthest corner of the world. In addition, ten high-power transmitters will be established in Bombay, Calcutta, Madras, Delhi and Ahmedabad and medium-wave transmitters at twelve other points in the Dominion.

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WOMAN REPORTER REACTS TO TV: "LIKE MEMBER OF DYING RACE"

Editors and publishers should convene nationally to map a program to meet television and radio competition in covering important news events, declares Carolyn Anspacher, San Francisco Chronicle feature writer who covered the San Marino rescue attempt.

"The live show group definitely had the right of way in the dramatic attempt to rescue Kathy Fiscus from a 100-foot well", Miss Anspacher told Campbell Watson of "Editor & Publisher". "This is a grave threat. I felt like a member of a dying race."

Television and radio forces used elbows and flying-wedge tactics composed of groups of reporters and technicians followed by trailing wires, she charged. They also had the support of the police, the woman reporter asserted, adding she had been lifted bodily and tossed outside a roped area.

"All we wanted was an even break", Miss Anspacher declared. "We needed statements from those coming from the shaft, but could not get near enough to hear. They were led to a couch, a microphone was placed in front of their face, and their words were kept too low to be audible to us."

People are infatuated with television, and it went on day and night, Miss Anspacher said, in explanation of the newspapers' "bad spot", adding:

"This put television over. It was video's first sustained news drama."

While press associations had four to six men working in teams throughout the frantic rescue race, the press was out-manned, she declared. The combination was the "physically toughest" assignment in her 15 years with the Chronicle. During that period she has covered such stories as the San Jose lynching, Alcatraz Prison break and the Port Chicago disaster.

"It was tough for all, but especially for a woman reporter", she confided. Highlights of her coverage included 34 hours "in a field that looked like a hair permanent which had not yet set", two half-sandwiches and a few cups of coffee in that period, typing a story seated Indian-fashion in the dirt, a fruitless hunt for a field telephone, heat in the daytime and chill air at night, and the eternal standing.

"I got one break", she reported. "A source tipped me two men had reported the girl dead. Bob Goethals, a copyboy just turned junior reporter, sprinted for the nearest phone. The Chronicle got a story in type and waited until the tip was confirmed."

"Just a few weeks before," Miss Anspacher commented, "I had been at the cultural peace rally in New York. That seemed so symptomatic of such cleavage in the world. At San Marino, for 50 hours, utility executive and sandhog were alike."

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SCISSORS AND PASTE

Freedom's Voice In Berlin
("New York Times")

On the heels of the Berlin Airlift's amazing achievement of last Friday and Saturday comes news that the American radio station in Berlin will soon be silenced because there are no funds to pay for it. Just as we have a splendid story to tell the people of metropolitan Berlin, including those in the Russian sector, we are about to lose one of the most effective means of telling it. Our Berlin station, known as RIAS, broadcasts on both short and medium waves. Its basic range is sixty-five miles, its actual range much greater. It carries the Voice of America six hours daily on short wave. It receives 12,000 letters a mongh, mostly from the Soviet zone. It is credited with keeping up German morale during the better hours of the blockade. Last December it helped rally voters in the Western zone, who came out 86 per cent against communism.

At 15,000,000 German marks, or perhaps $4,500,000 a year, this seems like a good investment. The station might be transferred to the British or to the Germans, but one does not see why. We are spending billions on defense, more billions on foreign aid. Is aid to the faltering spirits of a besieged people worth while? We believe that if a favorable answer cannot be given in Berlin, it should be given in Washington, and at once.

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PERSONAL WALKIE-TALKIES EXPECTED TO CATCH PUBLIC FANCY
(Jay Walz in "New York Times")

Walkie-Talker radio will be made available to the general public for the first time on June 1, with the full activation of the Citizens Radio Service by the Federal Communications Commission. After the service is opened, a person wanting to converse with another within a limited area will be permitted to do so on his own miniature sending and receiving set. He need not have technical knowledge of radio.

Any citizen of the United States at least 17 years old will be eligible for a "station" license, for which he may apply with a simple post card. The FCC has said that the authorized range of the sets would depend on local conditions - from a few city blocks in sections where many sets might come into use to a distance of five to ten miles in outlying and rural areas. All sets will operate in the 460-to-470 megacycle band allocated for the service.

In the beginning the Citizens Radio Service will be primarily a two-way short-range means of private communication, fixed or mobile. However, it is adaptable to radio signaling and the control of objects by radio, and, for example, might later be used with a device to open garage doors.

The sets approved by the FCC for sale to the public are approximately the size of a camera and weigh about two and a half pounds, with batteries. They may be carried under the arm, in a coat pocket, or over the shoulder. Market prices have not been quoted, but a range of from $30 to $40 has been suggested.

Although licensees will be required to conform to regulations necessitated mainly by the narrow wave channel, an FCC spokesman said that the possible uses for the new service will be "as broad as the imagination of the public and the ingenuity of equipment manufacturers can devise."

Among other uses, portable radio should find a useful place on farms, providing two-way communication between the house and barn and field. Factories could use it for contact with various shops. Also, a boss on an outdoor construction job could rely on it to talk with a foreman at an outlying point, while yards, lumber camps and docks suggest other uses.

The FCC emphasized that the sets could serve an important communication service whenever an emergency disrupted regular wire line facilities. The agency also pointed out that the sets could be employed to communicate with trucks and other vehicles within a limited area.* * * *

Addressing a meeting of the Armed Forces Communication Association recently, Wayne Coy, FCC Chairman, said mobile radio could be of "inestimable value in mass evacuations, in rushing aid to the injured, in spotting fires, in repairing damage to our utilities and in combating sabotage."

In order to be eligible for these and other advantages, a set owner, on receiving his license, will be obliged to abide by all laws restricting communications in the field of general radio. as well as the rules especially formulated for the new service.* * * *

A license will be valid for five years, and, normally, will be the only authorization necessary to operate a set, according to the FCC.

Two actions prefatory to making two-way radio available to the public were recently concluded by the FCC. First, it granted a Cleveland manufacturer its first certificate approving a set for the market. Second, it approved finally a set of rules for licensing those who want to buy and use the sets, which it calls "transceivers" because they both transmit and receive.

Officials of the regulatory agency indicated last week that, while the Citizens Radio Corporation of Cleveland is the only manufacturer yet to receive a "type approval" for equipment, other concerns now working on developments may expect consideration shortly.

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Claims Less Than 6% Free Press Handouts Used
("Editor & Publisher")

Sixty-one editors revealed in a survey made by Editor and Publisher they receive from 10 to 500 publicity handouts a day - average 77. The editors said less than 6% of the stuff is usable but the majority want it to keep on coming because it sometimes suggests tips for local stories.

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TRADE NOTES

Some of the newest technical developments in the radio-television industry will be discussed at the annual Spring meeting of the RMA Engineering Department and the Institute of Radio Engineers April 25-27 in Philadelphia.

Technical sessions will occupy the mornings of the three-day conference of radio engineers, and RMA and IRE committee meetings and inspection trips will occupy the afternoons.

Stuart L. Bailey, President of the Institute of Radio Engineers, will speak at the Spring meeting dinner on Tuesday, April 26, at which T. A. Smith, Chairman of the RMA Transmitter Division, will be the toastmaster.

Motorola, Inc. has opened a second region in its New York-New England sales area for its communications and remote supervisory control equipment.

Admiral Corporation - March quarter: Net profit, $1,536,217 equal to $1.54 each on 1,000,000 capital shares, against $530,410 or 53 cents each on 900,000 shares, last year; sales, $23,513,097 against $12,004,168.

Five minutes after he had finished rehearsing for a radio appearance, Henry M. Roe, 101 years old, a messenger for President Lincoln in the Civil War, died Monday in New York of a heart attack in the Columbia Broadcasting System Building.

Mr. Roe had been scheduled to appear Tuesday on "We, The People". After a rehearsal as he walked toward the elevator, he toppled over. He was dead when Dr. Jack Leonard, CBS physician, arrived.

Mr. Roe had arrived in New York alone by plane on Sunday from his home in DeSoto, Mo., where, according to CBS officials, he had worked as a handcraftsman.

The Census Bureau reported Monday that newspaper publishers' receipts in 1947 totaled $1,917,300,000. This was an increase of 112 per cent over the $904,900,000 total of 1939, the Bureau said in a report providing information gathered in its 1947 census of manufacturers.

The number of establishments in the industry was listed as 8,339 in 1947 compared with 7,278 in 1939, date of the last previous census of manufacturers.

Olympic Radio and Television, Inc. - For 1948: Net loss, $46,771, compared with $137,499 loss in 1947 after giving effect to $415,000 tax refund; net sales, $3,518,532, against $4,439,380. March quarter: Profit of $79,270 on sales of $1,531,249, contrasted with a loss of $30,990 on sales of $1,065,923 for the similar quarter of 1948.

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Radio — Television — FM — Communications

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Robert D. Heinl, *Editor*

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CONGRESSMAN CHARGES FM "OBSTRUCTED, STEPPED-ON, OR IGNORED"

This allegation was made by Representative Francis E. Walter (D), of Pennsylvania, who declared that FM radio has had too much pushing around and at times its progress blocked. Representative Walter who hails from Easton, Pa., calls it an appallingly flagrant disserve to the American people.

"When the marketing, or acceptance of something newer and vastly better than what we have is prevented or impeded, that is not only evil, it is also shackling the thing that makes America great", Mr. Walter, who was formerly Northampton County Solicitor in Pennsylvania and is a member of the House Judiciary Committee, declared.

"That, I believe, is what is happening in the case of one of the important discoveries of the twentieth century - a discovery which was proved 15 years ago to be one of great and unchallengeable beneficence.

"But its benefits today - 15 years later - are not made available as they should be to the American people. I refer to FM radio, or frequency modulation, to use the full name.

"It has been 15 years since FM was demonstrated to be not only the best, but the only system of clear, high-fidelity radio communication - one that is free of noise, static and interference - no matter how near or intense the power lines or other man-made disturbances may be.

"It is the only system of radio that is able to provide reception for large blocks of listeners throughout the Nation, particularly in rural areas, and even inside the boundaries of the so-called areas of existing AM broadcasting stations.

"But, despite FM's obvious advantages and benefits, and the clear necessity for employing FM to give uncounted thousands of people the services of radio, FM has been obstructed, stepped on, blocked, or ignored from the start - by some of the big interests in AM radio - and by the Federal Communications Commission.

"A prominent consulting radio engineer has said, that if FM had been allowed to proceed naturally, there is no question but that FM would be far ahead of where it is today, and in fact, would probably be the accepted system of sound broadcasting. AM, he declared, would be on the way out. With this thesis, many other engineers and experts in the radio industry are in agreement. * * * * *

"The Federal Communications Commission's chief engineers labeled it visionary and impractical. The Commission for 10 years would assign no channels for relaying FM programs across the country.

"Three years ago, in an obviously stupid blunder, the Commission moved FM broadcasting channels to a new band on the dial,

thereby delaying the quantity production of receiving sets at reasonable prices for several years. * * * *

"FM would put all broadcasting stations on an equal footing, since FM reception is equally good in all parts of the broadcast area. The only commodity a station would then have to sell, would be the quality of its programs; the fortune of the influence that provided a high-power station would count for nothing.

"More recently, the attitude of the FCC has changed, and it has even offered FM a helping hand on occasion.

"FM facilities are constantly subjected to a barrage of propaganda designed to convince advertisers that their money should be spent on AM broadcasts.

"As an example, I cite a listening survey conducted by an organization called the Broadcast Measurement Bureau for the National Association of Broadcasters - AM broadcasters, that is - on comparative coverage of AM and FM.

"The BMB report favored AM coverage by an overwhelming margin. But a quick look at the sampling techniques used by the organization demonstrates that it gave a false and erroneous picture. The samplings were not taken in accordance with the densities of population and the questions were so worded that the result was largely a score sheet on how distant a station a listener could get on his set rather than what stations he usually tuned in on his dial.

"The president and chief engineer of BMB were discharged following this survey. But that did not prevent AM broadcasters from using the figures to make a little hay with advertisers and advertising agencies. So far, neither BMB nor the broadcaster's association - which foots BMB's bill - has done anything to rectify the damage done by the faulty survey.

"But the most important consideration in this whole field is the discouraging fact that the public has a hard time getting a good FM receiver. A radio executive - in the business of manufacturing both AM and FM sets - has declared, and I quote:

"'There are many models in stores that are so deficient in sensitivity, tone quality, and freedom from noise that they are no better than the cheapest AM receivers. These contraptions, incidentally, do no good for FM's reputation.' * * * * *

"Perhaps some of these things may account for an item in the column of Danton Walker in the New York Daily News the other day. It said the Federal Communications Commission is pondering a strange turn of events, whereby in the first 3 months of this year, 46 FM stations have turned back their licenses.

"Could it be that these FM broadcasters just quit cold because they could not get network programs to fit their needs? Did they become discouraged because the propaganda of the National Association of Broadcasters had driven away advertisers with life-giving revenue? Or did they just decide that there was no point in

operating stations whose listeners were unable to get decent receiving sets?

"All of these things do not add up to a pretty picture. The public has waited too long to reap the benefits of a revolutionary discovery which proved its worth 15 years ago.

"Any single one of the obstacles to the development of FM broadcasting could be considered an accident. But these 'accidents' have been too frequent and too closely connected.

"It is impossible to escape the conclusion that somehow, somewhere, there is an underlying pattern that ties all these things together. It seems to me that the Antitrust Division of the Department of Justice might well look into this matter in order to determine whether or not there are any violations of our laws."

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"TV AUDIENCE 50,000,000 IN 1953" - JACK GOULD, N. Y. TIMES

Headlining last Sunday's (April 24) New York Times' super-duper television section, Jack Gould, Radio Editor, foresees 6,000,000 television receivers by the end of next year.

"With the opening of coast-to-coast network service expected in 1953 at the latest, television looks forward in four years to serving 19,000,000 families and a total audience of better than 50,000,000", Mr. Gould writes. "In six years the number of stations is expected to reach nearly 1,000. Few doubt that by then television will rank among the first ten industries."

As to the future of television, Mr. Gould states:

"Aside from the industry's concrete planning, the future of television depends on many intangible factors. One of these will be the ultimate impact of the medium on the nation's social life. Unquestionably, it has made the home a new point of interest for father, mother and children of all ages.

"But the educator, sociologist and showman alike have questions. What will be the effect on children who are brought up under the influence of a continuous show in the living room? Will television curb personal participation in events and stimulate the indolent pleasure of just looking at them? What will be its lasting effect on Hollywood and the sports world? No one in television is certain of the answers.

"Another factor is the impact of television on the country's culture. Some critics have asserted that it will be 'the death of culture', with the excesses of commercialism blighting the visual arts; television's supporters maintain that it can widen appreciation of those arts on the same scale that radio aided the cause of good music. Obviously, the truth lies somewhere between the extremes. If the precedent of radio is followed, the individual television broadcaster in large measure will decide where the point of balance will come.

"Beyond the immediate future, television knows that it will be only a matter of years before it will be transmitting pictures in all the realism of full color. After that lies the dream of international television to span national borders and oceans and give the peoples of the world the 'eyes' with which they can see and understand each other on a face-to-face basis."

Among the notable contributors to the Times' television "wuxtra" were:

Wayne Coy, Chairman, Federal Communications Commission; Frank M. Folsom, President, Radio Corporation of America; Dr. Allen B. DuMont, Harry H. Carter, General Commercial Manager, Long Lines, American Telephone & Telegraph Company; Frank Stanton, President, Columbia Broadcasting System; Bob Hope, Everett L. Dillard, President, Continental FM Network, and others.

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REVEALS "TV" FREEZE WILL BE LIFTED IN "EARLY SUMMER"

It will not be long now.

Wayne Coy, Chairman of the Federal Communications Commission, writing in the special Television section of the New York Times reveals that the great television freeze is about to be thawed out.

"With the lifting in early Summer of the current moratorium on new construction of stations, American television will be entering the second and third phases of its impressive post-war development", Chairman Coy writes.

"This development already has seen the growth of the video art from seven pre-war stations to sixty-four stations actually on the air and sixty others in various stages of completion. In addition, network service by coaxial cable and microwave relay is now available to most stations east of the Mississippi River.

"The next phase of most significance and far-reaching effect will be addition of channels in the proposed ultra high frequency band. Televiewers in New York City undoubtedly do not feel the need for more channels since they now have allocated to them several channels of the existing very high frequency band.

"But under present standards, some other important metropolitan areas can have no channels at all or can have only one or two - a condition which would not permit reception of all networks. Many rural areas and many smaller cities could never hope for television service if we were to vonfine it to the twelve channels in the present band.

"The problems involved in utilizing those ultra high frequency channels have been under study by the Commission and industry experts since last September. How long it will take to complete the study I cannot now predict.

"Among the questions we must decide is how soon the industry can develop transmitters and receivers to operate in the ultra high frequencies. Most industry favors using the present six megacycle black and white standards. There are no proposals from the industry for commercial color television in the UHF. However, it is the responsibility of the Commission to study the possibilities of such use in the fugure.

"We are also studying the feasibility of employing stratovision - a system of relaying programs by airplanes circling on fixed courses - to get service to the sparsely settled sections.

"Recently there has been some public discussion of the possibility of obsolescence of television receiving sets.

"The facts that minimize the problems of obsolescence are these:

"(1) We will retain the present twelve channels in the very high frequency band.

"(2) If the Commission adopts the recommendations generally made by the industry that the present six megacycle black and white standards should be employed in the UHF, the problem of building adaptors for the present sets is simplified.

"(3) Of the more than 1,000,000 sets extant today, less than 7 per cent are in cities having fewer than four television stations authorized today.

"(4) The comparatively few set-owners - 7 per cent - living in cities having fewer than four VHF stations authorized and where ultra high frequency stations may some day be built will be able to purchase converters at a reasonable cost to tune them in.

"The other phase of television's development involve the more than 300 applications for construction permits that are pending with the Federal Communications Commission. Action on all applications has been held up since the beginning of the 'freeze' on new construction last September.

"Ever since then, industry and Commission engineers have been cooperating in a n evaluation of the scope of interference being experienced in the present very high frequency band and in studies of ways and means to reduce the interference.

"Careful consideration is being given to a new technique of synchronizing the picture-carrier signals of co-channel stations for the purpose of eliminating the Venetian-blind interference. Synchronization will have no effect on interference caused by pictures from other stations.

"In reaching its decision on how to deal with this interference problem that plagues some areas, the Commission will have the benefit of a new report on tropospheric propagation and of a report from the Ad Hoc Committee composed of Government and industry engineers.

"The thoroughness of these studies and the high degree of cooperation existing between the industry and Government experts are, it seems to me, heartening assurances that the final decision will be soundly based."

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MINNEAPOLIS CLUB HEARS CBS VAN VOLKENBURG, KAROL

J. L. Van Volkenburg, CBS Vice President and Director of Television Operations, and John J. Karol, CBS Sales Manager, addressed the Minneapolis Advertising Club via a special hook-up from CBS' New York studios last week. They spoke on the relative progress of radio and television.

Mr. Van Volkenburg said that "television is beating every estimate that has been set up for it, even by its most optimistic friends. In size of audience and in volume of advertising, television, today, is already where we expected it to take another year to get..."

Mr. Karol stated that "just as radio has taken its place as a great advertising medium without detriment to the healthy units of older media, so we may look upon television as supplementing rather than destroying other media", adding that "there is plenty of room for both radio and television as well as all other advertising media."

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RCA OPENS FIRST DIRECT CIRCUIT BETWEEN U.S. AND PAKISTAN

Opening of the first direct radiotelegraph circuit between the United States and Pakistan was announced Monday by Harry C. Ingles, President of RCA Communications, Inc.

George V. Allen, U. S. Assistant Secretary of State, and the Hon. Sardar Abdur Rab Nishtar, Pakistan Minister of Communications, inaugurated the service with an exchange of messages.

Since the formation of Pakistan, the United States has been supplying the new dominion with large quanties of heavy machinery, automobiles and farm equipment. In return, this country has received substantial quantities of jute, cotton, tea, hides, wool and chrome ore. Because of this increasing trade exchange, Mr. Ingles said, it is believed that the new circuit will handle more than two million words in its first year of operation.

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G.E. TO SPEND MILLION FOR TV PICTURE TUBE MANUFACTURING

General Electric will expand its electronics production facilities at Electronics Park in Syracuse, N. Y., to include the manufacture of television picture tubes to meet the increasing demand.

The company will spend over a million dollars to provide for picture tube manufacturing and engineering facilities in Syracuse, Dr. W. R. G. Baker, G. E. Vice President and General Manager of the Company's Electronics Department said, which will be in addition to similar production operations at its Buffalo, N. Y. tube plant.

Television receiver and broadcast station equipment are currently concentrated in Syracuse, and the plant also produces such equipments as two-way radio systems, radar for ships, and FM and AM radio receivers.

Television picture tube production is expected to start in August. The first tubes to be made will be the new G.E. 8-1/2 inch metal cone tube, which gives 50 per cent more picture area than seven-inch tubes now being used in low priced receivers and costs no more to build, he said. Other size picture tubes (10, 12-1/2 and 16-inch) may be produced later.

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SEES DROP OF 5% IN 1949 BROADCASTING REVENUES

An analysis of the broadcasting situation made by Johnston, Lemon & Co. of New York, states:

"Last year about 25% of the 2700 radio stations (only 1,000 were operating at the end of the war) finished in the red with the rate of losses much higher among the newcomers. FM broadcasters, as a group, showed an operating loss and the fifty television stations without exception also failed to cover their expenses. Aggregate income of the latter showed a huge percentage increase to a total of $8.7 million but failed by $14.9 million to meet expenses. Bombarded by such depressing statistics and gloomy forecasts, the radio broadcasters reached the understandably conservative conclusion that a drop of 5% in revenues in 1949 would be considered a favorable experience.

"In the meantime television continuesits spectacular rise in popularity with the public, subject only to temporary periods of doubt engendered by threats of obsolescence or expectation of lower prices. According to N.B.C. research, the television population has been growing at a monthly average of 10%, with the New York area representing 38% of the total of 1,300,000 receivers installed by the end of February. The question of obsolescence, if and when new ultra-high frequencies are allocated to television, created some turmoil within the industry when one manufacturer claimed the only receiver adaptable to the new bands. This, however, was largely laid to rest by FCC Chairman Coy's assurances of continued operation on current bands, and the indicated allocation of the higher frequencies only to

new areas. Television price cutting has been a common experience at the retail level in the major television markets. Manufacturers have generally been more circumspect, preferring to reduce prices through the introduction of new models with added features or larger viewing tubes.

"Virtually all radio receiver manufacturers have now turned to television as their major sales field, but the changeover has not been without its painful experiences, as witness Philco's sharp price reductions and inventory losses following a disappointing Christmas demand, and the more recent setback in Magnavox on reports of heavy inventory accumulation ofradios."

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FCC SIESTA HOLDS UP WESTERN UNION BEAM TOWER TV OPERATION

W. P. Marshall, President of Western Union, states in his annual report:

"With respect to television: The Western Union has installed television equipment on its beam towers between New York and Philadelphia. Commercial operation of these channels is dependent on decisions by the Federa. Communications Commission in the matter of rates to be charged for such facilities and whether they may be interconnected with the facilities of other common carriers. Tariffs were filed with the Commission to become effective May 1, 1948. On April 28, 1948 the Commission ordered an investigation. Preliminary hearings were held on June 15, resumed on September 28, and concluded on December 7, 1948. No determination has been made by the Commission to date. Therefore, we have been unable to place this system in commercial operation or to consider extending these facilities."

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CALLED FROM RUSSIA TO "VOICE OF AMERICA" BROADCAST POST

Foy D. Kohler, who is temporarily in charge of the American Embassy in Moscow, will be brought back soon to head the State Department's International Broadcasting Division.

The Division prepares the programs beamed by the "Voice of America" to Soviet-dominated parts of the world.

The State Department said that Mr. Kohler will return following the arrival in Moscow of Admiral Alan G. Kirk, new Ambassador to Russia.

In the Broadcasting Division, Mr. Kohler will succeed Charles W. Thayer, who has been assigned to the American Embassy at Athens as First Secretary.

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U.P. FLASHES NEWS TO 3 CONTINENTS AT ONCE

For the first time in history a news dispatch was sent directly and simultaneously last Tuesday (April 19) night from London to newspapers and radio stations on three continents.

The dispatch was a United Press story sent through automatic relays to UP clients in the United States, Canada, Spain, Puerto Rico, Mexico City, Buenos Aires and Honolulu.

Facilities used were a combination of radio teletype across the Atlantic, leased teletype circuits across the United States and into Mexico and Canada, and radio teletype from San Francisco to Honolulu and from New York to Puerto Rico.

The electrical impulses that spelled out the London dispatch letter by letter were received in San Francisco approximately 1/25 of a second after the London dispatch began rolling at 5:05 P.M. EDT, and reached Honolulu in 1/20 of a second. It was sent from London at 60 words a minute, taking about five minutes of wire radio time.

The channels which carried the dispatch are used regularly by the UP, but for a demonstration of speed the relay points were "tied" together, permitting the London signals to go direct to the far-flung cities.

It was by James McGlincy of the London staff of the UP and described the debate in Parliament, when Winston Churchill attacked the Labor Government for its handling of the Yangtze River incident after Chiness Communists had fired on British warships.

At no time was it necessary for a recording of the London dispatch to be made and then relayed manually. The familiar London call letters of "LN" preceded the dispatch and appeared on the automatic receiving printers in newspapers and radio stations on the three continents. Copy from the automatic printer machines comes out in typewritten form, even though the London signals were sent by radio.

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WOULD DELETE 20% WAR TAX ON RADIO MESSAGES

Regular 20% tax on domestic radio, cable, telegraph and telephone facilities would be removed under provisions of a bill introduced in the Senate last Monday by Sen. William Langer (R.) of North Dakota. The measure (S. 1603) would reduce certain taxes and eliminate others by repealing a section of the Internal Revenue Code.

Another section, dealing with the 15% war tax rate, would be amended by deletion of certain items. Excluded would be taxes on domestic telegraph, cable or radio dispatches, as well as leased wires and long distance telephone. Measure was referred to the Senate Finance Committee.

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TELEVISION NETWORKS PLAN WIDE EXPANSION BY 1950

"Facilities to carry network television programs to additional cities and to build the mass audiences necessary for the medium's commercial support will continue to be expanded in the months immediately ahead", Harry H. Carter, General Commercial Manager of the Long Lines Division, American Telephone & Telegraph Company, wrote in the special Television issue of the New York Times last Sunday. "By the end of this year the American Telephone and Telegraph Company expects almost to double the total mileage of links now in operation, using both coaxial cable and microwave relay towers.

"The most immediate increase in the existing inter-city networks will come next Sunday, when two new channels will be placed in service along the important Philadelphia-Chicago route. Thus far there has been only one channel in either direction and the four video networks have been sharing the common facility. The new channels will enable television stations in the Midwest to present a wider choice of programs coming from New York's television stages.

"Under present plans, the fourteen cities already on the Bell System's television network will be joined by Erie, Pa., on June 1 and by Wilmington, Del., and Lancaster, Pa. later in the Summer. By Fall it is expected that the following additional cities will be linked: Providence, R. I., Rochester, N. Y., and Dayton, Columbus and Cincinnati, Ohio. Toward the end of the year, it is planned to equip the route between New York City and Albany, N. Y., for television transmission and to extend service to Schenectady, Utica and Syracuse as well.

"Plans for the extension of the television network westward to the Pacific Coast are still in a formative stage. The engineers are now studying routes, but conclusions have not reached a point where definite construction plans can be announced. On the West Coast, however, a radio-relay system is being built between Los Angeles and San Francisco which will form the basis for a network in that area.

"Among the various important projects for which work will go forward in 1949 is a radio-relay system to provide more television service between New York and Chicago, and in 1950 to Des Moines, Later, this long circuit will be extended to Omaha. In 1950 television service from Des Moines also will be extended to Minneapolis and St. Paul by coaxial cable.

"This new radio-relay system from the East will have improved equipment and will use a new vacuum tube developed and recently announced by the Bell Telephone Laboratories.

"Between New York and Chicago there will be thirty-three intermediate stations along the route, each ranging in height from sixty to 200 feet. For thirty-one of these, special buildings will be constructed. Except for their height, these buildings will be about the same in design - a square, concrete structure with space

for emergency power equipment on the ground floor, for storage batteries and associated power equipment on the second and third floors, and for microwave transmitting and receiving apparatus on the fourth. Directional antennas of a new, improved design will be at the top.

"In 1949 about 850 new route milesof radio-relay and some 300 additional route miles of coaxial cable facilities will be constructed and placed in service for inter-city television. The Bell System television networks will then extend over 3,250 miles and link twenty-seven cities."

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DEBUNKS IDEA THAT ALL RADIO ACTORS GET HIGH SALARIES

If U. S. Department of Labor statistics are to be depended upon, the dazzling pay radio performers are supposed to receive must be mostly what used to be known in the old theatrical world as "stage money".

At any rate they don't jibe with statistics showing that one-fourth of the free-lance actors and singers in that business made less than $1,000 in 1947, the Labor Department reported Tuesday. Its studies covered the earnings of radio announcers, actors, singers and sound-effects artists.

Those at the top of these professions made $20,000 or more a year each in 1947, the report stated, but these were highly exceptional.

Actors giving their full time to radio e arned an average of $3,100. One-fourth of the actors made more than $9,100, but another fourth - "not counting the large group for whom radio work was only a minor source of pay" - earned less than $900 each.

Singers enjoyed a better average at $3,800. The top fourth of singers earned more than $6,900 each, while the bottom fourth received up to $1,900.

Staff announcers and sound-effects men had a much narrower range of earnings, with greater indicated stability. The announcers averaged $4,400, with half earning between $4,300 and $6,400, while half the sound-effects men drew between $3,800 and $6,200.

The study reported that free-lance announcers were the elite group in earning power. They averaged $9,800 a year, with three-fourths receiving more than $4,400.

New York, Chicago and Los Angeles were the best paying places for radio artists to work. Actors won the highest pay in New York and Chicago, averaging $3,900 in those cities. The Los Angeles averagewas $3,500.

Singers found Los Angeles the best hunting ground, averaging $4,700 there, compared with $4,100 in Chicago and $3,900 in New York. New York was the announcers' mecca, showing average earnings of $7,100 for staff and free-lance announcers combined, compared with $6,500 in Chicago, and $4,900 in Los Angeles.

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"ROOFTOP TELEVISION SURVEYS" JOSHED

Dr. Peter Langhoff, Director of Research for Young & Rubicam agency, believes some of TV's promoters need a little more coaching on basic research. With a prediction that there will be 2,750,000 video sets installed by the end of the year - today there are 1,400,000 - Dr. Langhoff has this to say about the fallacy of certain data:

"For a little time yet, until the saturation ratio grows considerably, media buyers will be especially interested in the economic selectivity of television, i.e., how are set owners distributed by economic level?

"Perhaps it has been the importance of this issue which has led many to risk ill-considered appraisals. The confusion prevailing on this subject arises as much from a simple statistical fallacy as from fragmentary data.

"Last year a New York station was loudly proclaiming TV as a middle class medium on the basis of a survey of a large number of TV set owners. The explanation of the method used to arrive at this appealing conclusion is rather involved, but suffice it to say, that by such methods many millionaires could find themselves classified as paupers.

"Then, there have been many roof-top surveys made from commuter-train windows. These observers describe the forests of antennae on low income homes.

"Also, we have the observer who discovered that lots of people were taking advantage of the installment purchase plans and arrived at the profound conclusion that we have low income families in the TV audience."

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NEW WASHINGTON PHONE BOOK WARN RE WIRE-TAPPED "BEEP"

The new phone books of the Chesapeake & Potomac Telephone Company in Washington, D. C., carry the following warning:

Attachments to Telephones: The company does not sanction the use of special devices attached to its telephones, except those furnished by it. Unauthorized attachments, supposedly an added convenience, may actually be detrimental to good service.

"Beep" Tone tells when telephone conversation is being recorded: A short high "beep" tone heard on the telephone line about every 15 seconds means that the person with whom you are talking is recording your conversation by means of his electrical recording machine connected to the telephone line. Use of a recorder without this signal is not permitted.

If you do not want a record made of what you are saying, ask the person with whom you are talking to disconnect the recording machine.

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SCISSORS AND PASTE

When Radio Came To The Rescue In D. C.'s Newspaper Blackout
(James J. Butler in "Editor & Publisher")

What happens when a news center of the world finds itself without daily newspapers after more than one century of uninterrupted publication?

Washington had that experience only a week ago and the impact was terrific. It brought home to approximately one million persons who read the four capital dailies, the near totality of their dependence upon these newspapers for information, and it was felt in quarters not normally associated with newspaper service.

The three-day suspension continued while pressmen and stereotypers resolved their wage and hour differences with the publishers, under federal government supervision.

Few individuals, business enterprises or government operations failed to experience some inconvenience, expense, or interference with their work while the papers remained off the streets.

Out-of-town newspapers made only slight increases in their shipments to the capital. Such papers as reached the city were eagerly gobbled up.

One of the city's most avid newspaper readers supplemented his out-of-town editions with immediate attention to the flow of copy over news tickers. President Truman received the strips torn off the machines from the hands of Press Secretary Charles G. Ross, who made numerous trips to the presidential desk on that mission.

Undertakers said attendance at funerals dropped off greatly. There was no way to inform the public of deaths, except in cases of persons of sufficient prominence to merit radio announcement. Bereaved families hadn't the time to telephone other relatives and friends, and it was hardly expected that they might do so under the circumstances. Florists catering to the funeral trade reported heavy losses.

Thousands of subscribers grumbled over the loss of comic page strips, especially those having continuity in their stories. By doubling comic pages in some instances, and by verbal synopses in others - a s well as comic page reading by radio announcers - that problem eventually was solved. * * * *

One local jurist, Judge George P. Barse of Municipal Court, admitted he missed the comics greatly. They make up his first item of reading matter. He singled out two of them as "honest, clean-cut American types".

On the other hand, Justice Hugo L. Black of the Supreme Court didn't miss the papers at all. He could, he said, manage to exist without erudite editorial writers pontificating down his neck.

Court clerks, however, found a real problem which extended beyond their own offices and into the lives of litigants, lawyers, and trial witnesses. Many types of civil actions require that notices be published one or more times in local newspapers before an issue can be brought to trial, and the covering statute usually fixes the number of days that are to separate each of a series of such paid notices. They are still working on the problem, and it is likely that some of the cases may have to be re-advertised from their very start.

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National Advertisers Now Spend $12,000,000 A Year On TV
("Variety")

Television advertisers are now spending upwards of $12,000,000 yearly to plug their products on the medium, signifying TV's progress towards that era of profitable expansion is accelerating rapidly.

That figure represents over $10,500,000 spent by national advertisers on the four major TV networks for talent and production costs alone. Adding time charges to the total, including the costs of networking facilities, would more than double it. In addition, it is estimated that local advertisers and sponsors of commercial spots either on the webs or locally are sinking at least another $1,500,000 yearly into the medium to boost the total, minus time costs, above the $12,000,000 marker.

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Expect 3,000,000 RCA 45-rpm Phonographs This Year
("Radio Age")

On the basis of the enthusiastic response from the country's phonograph retailers, it is believed that between 2,500,000 and 3,000,000 instruments equipped to play the new RCA 45-rpm records will be produced and sold this year by the industry. To help meet this demand RCA Victor has planned for increased manufacturing facilities in its Indianapolis, Ind., plant. In addition, approximately 29 leading manufacturers are now incorporating 45-rpm record reproduction mechanisms in their instruments, or plan to do so.

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Drys Seek To Prohibit State Liquor, Radio Advertising
("Editor & Publisher")

Pressure groups are trying to do on a State level what they have not been able to do on a national level.

In the last Congress, several attempts were made to bar or restrict newspaper and radio advertising of spirituous liquors. The prohibition forces, finding themselves unsuccessful in fighting the manufacture and sale of alcoholic beverages, tried to obtain their ends by attacking distribution methods.

After failure in Washington, the Drys are now submitting legislation in various States to do the same thing. Two bills have just been introduced in the Georgia legislature (under the direction of the Senate Temperance Committee); one prohibits any advertising of distilled spirits in any medium in that State; the other prohibits any publication or radio station carrying such advertising from being sold in that State.

If a product is legally sold in a State it is a perversion of the law to prohibit its distribution. Once the advertising of any product is prohibited the advertising of other products is open to attack. One can imagine the flood of legislation the anti-tobacco, anti-cosmetic, anti-movie forces, etc. will present.

The measure is discriminatory and unconstitutional.

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TRADE NOTES

Video Corporation of America introduced a new television receiver line at the opening of a three-day dealer meeting in New York this week. The line comprises four models and lists from $359 to $495. It features a new plakron compensator, which the company claims improves picture reception considerably.

The Daughters of the American Revolution last week adopted resolutions opposing changes in present immigration laws, and crime comics and certain radio programs for children, at the final session of the Fifty-eighth Annual Continental Congress.

C. L. Hofmann Corporation, 436 Boulevard of the Allies, Pittsburgh, and Clara L. Hofmann and James Roberts, officers of the corporation, entered into a stipulation with the Federal Trade Commission to stop representing that the Duratron hearing aid they sell utilizes any of the scientific principles involved in radar.

They agree to discontinue disseminating any advertisement which represents through use of the words "radar-activated sound", or otherwise, that there is any similarity between the Duratron device and radar.

A new turntable for all table top and consolette type television sets, known as Tele-Turn, is now being made in Chicago by the Krenco Manufacturing Company, 231 South LaSalle Street.

The number of television receivers operating in Baltimore has passed the 50,000 mark, according to the Baltimore Television Circulation Committee. The new figure, which includes sets sold up to April 1, is 51,476. Sales for the month of March amounted to 6,117.

Television and radio sales of the Crosley Division, Avco Manufacturing Corp., for the first four months of the year increased 48 per cent, compared with the like period last year, John W. Craig, Avco Vice President and Crosley Division General Manager reported last Saturday. Refrigerator sales are up 25 percent, he said.

Sales this year are breaking all records for the Division's twenty-eight-year history, Mr. Craig declared. In March, volume was 56 per cent ahead of the corresponding 1948 month, increasing from $5,005,509 to $7,834,943, he pointed out.

The estate of Atwater Kent will be about $8,500,000, it was indicated this week. The will of the retired radio manufacturer and philanthropist, which included many bequests to his friends in the motion picture world but none to his old colleagues in the radio manufacturing business, was admitted to probate last week.

The largest single bequest was $2,000,000 to Mabel Lucas Kent, from whom he had been legally separated for years.

The amounts ranging from $3,000 to $18,000 were left to many persons of the film and stage world, including Edgar Bergen, Greer Garson, Claire Windsor and Cornel Wilde, Sir Charles Mendl, Lady Elsie DeWolf Mendl, Gloria Morgan Vanderbilt and Thelma Morgan Furness.

Performing like a traffic policeman in a one-way street, a new television antenna has been developed which will receive signals from only one direction at a time and will greatly improve reception of set owners in fringe areas which lie between stations on the same channel, Development of the antenna was reported by O. M. Woodward, Jr., Research Engineer of RCA Laboratories, Princeton, N.J.

Radio and television servicemen employed by the General Electric Supply Corp., in Washington, D. C., have voted to affiliate with Local 1423, International Brotherhood of Electrical Workers (AFL).

William Humphrey, field examiner for the Baltimore office of the National Labor Relations Board announced that of 16 eligible employees of the corporation, 12 cast ballots. All favored naming Local 1423 to represent them in collective bargaining.

The election was conducted by Humphrey Monday at the corporation's warehouse and service department. The union will be certified as bargaining agent for the unit, Humphrey said, unless objections are filed within the next five days.

A handbook on courtesy and proper handling of television customers has been prepared by the RCA Service Company for use by its television servicemen.

A television picture four by seven feet projected on a conventional home movie screen from a small cabinet containing a television receiver was demonstrated last week in New York by the North American Phillips Company. The receiver uses the company's Protelgram projection system.

The cabinet holding the receiver can be made as small as 24" high, 24" deep and 20" wide. The standard size picture given by the Protelgram system is 12 x 16 inches.

A twenty-inch direct view tube set supplying the same size picture lists at $995 minimum. Replacement cost of the Protelgram picture tube is $39.95, compared with $276 for the twenty-inch direct view tube.

Included in "Radio Age" for April are these articles:

"Communications - Key to Victory" by Brig. General David Sarnoff; "The Status of Television" by J. G. Wilson; "Praises 16-inch Metal Kinescope; "Electron Microscope in Industry", by Paul A. Greenmeyer; "Education By Radio" by Sterling W. Fisher; "Making New 45-Rpm Records and Record Players"; "Television Bolsters U. S. Economy" by John K. West; "New Tube Has 'Memory'"; NBC Documentaries Extended; "Kinescope Recordings" by Carleton D. Smith; "Television Antenna Reduces Interference"; "Suppresses TV Interference".

When two Arlington, Va., a suburb of Washington, D. C., policemen saw a man lugging a table model television set along Sixth and S. Wayne Streets, during the early morning hours one day this week, they looked twice.

As a result, they found that Swillers' electrical appliance store at 124 S. Wayne had been broken into shortly before.

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HEINL NEWS SERVICE

Radio — Television — FM — Communications

2400 California Street, N. W. Washington 8, D. C.

Robert D. Heinl, *Editor*

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No. 1873

May 4, 1949

"NEEDN'T HESITATE TO BUY TV SET", SARNOFF; HITS OBSOLESCENCE

Confirming in detail a statement credited to him when he left the White House recently after conferring with President Truman, Brig. Gen. David Sarnoff, Chairman of the Board of the Radio Corporation of America, made his position even clearer last Tuesday in the big television set obsolescence controversy which has been rocking the broadcasting industry.

Reporting to the 30th Annual Meeting of RCA stockholders in New York, General Sarnoff said:

"In recent months, you doubtless have read some of the dire predictions about quick obsolescence of television receivers. Many facts have been omitted. No one need hesitate to buy a present-day type of television receiver, for there is no indication that receivers of 1949 design will be obsolete in the near future. It is interesting to note that RCA Victor television receivers, first introduced to the public in 1939, are still in use and giving satisfaction, although more than ten years have passed.

"Television is too powerful a force for the public good to be stopped by misleading propaganda. No one can retard its advance any more than the carriage maker could stop the automobile, the cable the wireless, or the silent picture the talkies. Television is something the public has long desired and is eager to have. It is here to stay, because the people like television and want it."

General Sarnoff urged patience on the part of the public while showmen and performers develop improved techniques, declaring that only through the cooperation of the audience will the showmen know what to provide in entertainment, news and education.

"Ultimately the success of television will rest primarily on programming", he declared. "Television is a new force in communications, and it is also a remarkable new art form. As such it is fraught with problems and requires experimentation, both scientific and artistic, to determine the direction of progress that will satisfy the public.

"We in RCA -- now, as in the past -- gladly abide by the public's decision, for we have found public opinion to be essential in charting the future of an invention, an industry, or an art. This is in keeping with the character of a country that enjoys freedom to invent, freedom to compete, freedom to think, and freedom to criticize...

"The outlook for television in 1949 is bright. It is continually gaining in popularity with the public, and as a new industry, it is one of the safeguards against a serious economic recession for it promises to be a vital factor in the Nation's economy.

"The radio industry is particularly fortunate in being closely allied with science and invention. This alliance always holds the

promise of new products and new services. Scientific research is as vital a function in the RCA as is manufacturing or broadcasting. Radio has been, and will continue to be, a broad field for new developments and expansion. Even in this day of television, we believe that we are only on the threshold, for radio is still a fertile field for invention, discovery and progress."

General Sarnoff said that from time to time voices had been raised against ownership of broadcasting stations and manufacturing plants by the same organization, but declared that practical proof of the value of this ownership to the nation, to the public and to the industry, now is being witnessed.

"For instance", he said, "if the National Broadcasting Company had not gone on the air with television stations and programs before manufacturing of television sets got under way on a mass production basis, television might never have been started."

With regard to the talent fight between CBS, NBC and others, General Sarnoff said:

"We believe time will show there is no profit to the network, the sponsor or the artist in the purchase of over-priced talent packages. Commercial program costs must be measured by what radio is able to deliver to advertising sponsors. According to recent trade reports, some of the so-called 'assets' purchased in these talent raids already are dwindling.

"Leadership built over the years on a foundation of solid service cannot be snatched over-night by buying a few high-priced comedians. Leadership is not a laughing matter.

"Broadcasting faces no easy task during this conversion period for each new step presents an economic problem of its own. The policy of the National Broadcasting Company has been and continues to be to provide the highest variety of entertainment and the best informational, cultural and educational programs.

"At the same time, we seek to maintain program costs at an economic level that will pay off to the advertiser, the affiliated station and the network. This means the constant production and addition of new, high quality, dynamic programs, the encouragement of new talent, new program ideas, and new personalities. In all these respects your Company intends to lead, not to trail, competition."

Pointing out that the impact of war and the subsequent reconversion period created an unusual situation, General Sarnoff said: "In the return to more normal business conditions, where the law of supply and demand again is in operation, and to a buyer's market in which competition is keener -- it is clear that 1949 will be a more difficult year than 1948."

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PRACTICAL TEST FOR "PHONEVISION"; ILLINOIS BELL STUDIES PLAN

There will be a practical large scale test of customer-interest in "Phonevision", pay-as-you-go television by telephone without commercials, in Chicago next Fall.

This was learned from Items for Management issued by the Long Lines Department of the American Telephone & Telegraph Company which further stated that the television by telephone plan is now being studied by the Illinois Bell Company but that no definite conclusions have been reached or agreements made concerning the facility arrangements which might be employed in the Fall test.

About 300 specially equipped telephone television receiver installations are expected to be made for the Chicago tryout. The tentative plan also provides for offering a telephone user a new first run movie, daily, over a 90 day period, with the customers paying about $1.00 for each picture they view.

The Items for Management reference to "Phonevision" follows:

"Recent news stories of a proposed test of 'Phonevision' have elicited many queries from Long Lines people. 'Phonevision', as you have probably read in your newspapers, is an idea of the Zenith Radio Corporation, Chicago. All kinds of predictions are being made (depending on the newspaper or periodical you read) on the participation of the Bell Telephone Companies in the plan.

"Under the Zenith proposal, part of the program time of television radio broadcasting stations would be devoted to 'Phonevision' programs consisting of first-run movies or other special features. Television sets not equipped for 'Phonevision' would receive a distorted picture when tuned to a 'Phonevision' program. 'Phonevision' customers, however, would have special receivers, or attachments on their regular receivers, which would be capable of eliminating the distortion when a correcting signal was available. Zenith has proposed that correcting signals be distributed to 'Phonevision' subscribers by transmission over telephone lines and that set-owners call the Telephone Company when they wish to see a special program. A further part of this plan contemplates that the Telephone Company would bill the user for the 'Phonevision' service.

"The American Telephone and Telegraph Company has told Commander E. F. MacDonald, Jr., President of the Zenith Corporation, that the Bell System companies do not feel it would be appropriate to sponsor or undertake 'Phonevision', and the Bell companies would probably not find it practical to do more than provide circuits to any prospective customers desiring such facilities. However, the Bell System is always receptive to new uses to which its plant might be put provided they do not interfere with the primary undertaking of furnishing telephone service and the Bell companies have stated that they would be glad to provide communication services to broadcasters, or other organizations which might initiate 'Phonevision' service.

"Zenith has announced plans to test customer-interest in 'Phonevision' by trial transmissions in the Fall, involving about 300 specially equipped television receiver installations in Chicago. They have stated that the tentative plans provide for offering a new first-run movie daily, over a 90-day period, with the 'Phonevision' customers paying about $1.00 for each picture they view. For the trial Zenith wishes to use Private Line telephone facilities in the distribution of the correcting signals. A plan for using Private Line channels, which would connect the central broadcasting point with each of the 'Phonevision' customers, is now being studied by the Illinois Bell Company but no definite conclusions have been reached or agreements made concerning the facility arrangements which might be employed in the conduct of such a trial."

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CAUSTIC NEW HOLLYWOOD CRITICS HOP ON RADIO, TV AND MOVIES

Editors this week received the first issue of Hollywood Memo which described itself as "A Clip Sheet of News and Views of Films, Radio and Television by Hollywood's Creators and Craftsmen", and published by The Film Division of the Arts, Sciences and Professions Council. A conspicuous line states that anything from the Memo "may be reprinted in whole or in part" and that it is being sent to all film and radio editors, to labor, school, religious and minority publications, to cultural, fraternal, civic and women's organizations throughout the U.S.A.

A memo addressed to the American audience states, in part:

"Hollywood Memo is presented as a clinical monthly digest of news and opinion about the mass entertainment industries.

"Memo will deal with what most people don't know about movies, radio and television - and should know.* * * *

"Memo will be a bulletin of inside information and interpretation from writers, actors, directors and other craftsmen.

"Memo will seek to establish a more direct link between the people inside Hollywood's sound stages and broadcasting studios -- and the audience outside.

"Memo will evaluate the content and background of important films and programs and analyze general trends.* * * *

"Memo is concerned with making American movies, radio and television more responsive to the realities of American life.

"Memo is interested in bringing back to the theatres the 35 million adult Americans who now habitually ignore the movies because the movies habitually ignore adult themes.

"Memo is interested in rescuing radio from the soap sellers and in protecting the public stake in the new television medium.

The following is a typical Memo comment:

"Stop, Look, Listen and Organize -- if you don't want to be smothered in tripe or smashed by the propaganda train at the radio and television grade crossing.

"Throughout the U.S.A. radio listener groups are forming Councils of Vigilance to guard against misuse of the publicly owned radio air channels.

"The American Association of University Women has established 45 Listener Committees in California, and hundreds more in other states.

"The Girl Scouts of America Radio Council, the Voice of Freedom Committee headed by Dorothy Parker, the Wisconsin Joint Committee for Better Radio, with headquarters in Madison, and the Greater Cleveland Radio Council in Ohio -- these and many other groups are stepping up an offensive against the perverting of radio from the 'public interest, convenience and necessity' stipulated by the 1934 Federal Communications Act.

"Such listener groups, keeping a spot check on radio stations in all areas, will help prevent such degradation of the radio as happened over a long period on Station KMPC, a powerful 50,000 watt station dominated by C. A. Richards.

"Evidence has been presented to the Federal Communications Commission that Richards, in defiance of FCC regulations, instructed his news broadcasters to slant and distort the news.

"Notes in Richards' handwriting ordering his broadcasters to slant their copy against Jews and always to link Jews with Communism and Roosevelt and the New Deal with both Jews and Communism, have been presented to the FCC. These notes were presented by outraged former employees of KMPC.

"Richards' FCC hearing, in which his right to a radio channel license is being challenged, will be reported on in the May Memo."

Another sample of Memo's point of view follows:

"Bernard Shaw, when asked what he thought of television said, 'I'm afraid to look.'

"That many Americans are not afraid to look is indicated by video's furious growth. One hundred thousand sets a month are being sold, mostly on the installment plan, and the vast majority of the purchasers are in the lower income brackets.

"Three major conflicts are emerging in the rapid development of this powerful new medium.

"The first is the scramble for financial control.

"The second is the scramble for trade union jurisdiction.

"The third is the fight to make the television screen reflect the interest of the public.

"Insiders report that these three conflicts are all interconnected.

"The scramble for control is among three well established trusts: telephone, radio and motion pictures. All three saw the new industry as a threat to their heavy investments in telephone lines, radio stations, theatres. A fourth trust, the electrical products industry, while connected with the other three was nevertheless impelled to develop the new medium.

"This has led to a fight of enormous confusion. We see the spectacle of Western Union, a subsidiary, suing its parent A. T. & T. for delaying construction of a coaxial cable. We see motion picture corporations buying up radio networks while certain patents are fought over, buried, dug up, interred again. All other entertainment enterprises, such as baseball, football, prize-fighting, are also wondering what the new industry will do to their box office and real estate.

"The scramble for trade union jurisdiction reveals the same confusion. Screen actors squabble with radio actors, screenwriters with other writers, and Hollywood's oldest-guard union, the IATSE, is rapidly moving into the field, seeking to dominate it. Meanwhile, working conditions in the new industry are undercutting minimums attained in other fields.

"It is clear that these inter-trust and inter-union conflicts are closely related to the fight to make television represent public interest rather than vested interest. The Federal Communications Commission has issued a 'public service' mandate, and if the public remembers that they own the television channels, not the trusts or the advertisers, this great new medium of mass communication may still be used for enlightenment and entertainment consistent with the dignity of the American people."

There is this concluding note:

"You Tell Us: The editors would welcome your suggestions as to certain kinds of material you would like to see published in this Clip Sheet. Write to Hollywood Memo, Arts, Sciences and Professions Council, 1586 Crossroads of the World, Hollywood, California."

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HOAX BROADCAST PANICS MISSISSIPPIANS; DISC JOCKEY FIRED

Bob McKee, an announcer for a Jackson, Miss., radio station, reported on his disk-jockey program last Sunday night that "the moon is falling into the sun and the Mississippi River basin is an earthquake danger area".

Reaction to the program, which lasted only three and a half minutes and was labeled fictitious before it began, was both immediate and unexpected, a dispatch to the New York Times states.

A Baptist minister heard about it and dismissed his Sunday evening prayer service, telling the 350 worshippers present to go and warn their neighbors.

"It looked like a white sheet was pulled over the congregation when I told them, they turned so pale", the Rev. H. A. Milner said later.

Several girls living in the Y.W.C.A. went into near hysteria.

The weather bureau, newspaper offices and radio stations were flooded with calls that came in until after midnight. The program went on the air at 9:04 P.M.

Mr. McKee was suspended from his job at once. He was dismissed Monday morning.

James Ownby, the station manager, said the station was extremely sorry for the incident. He ordered the program stopped as soon as he heard it start and had corrective announcements made for the remainder of the night.

Mr. McKee said the program was his own idea. He was attempting to give the disk-jockey show something different. It had not been cleared with the station's acting program director. Mr. McKee said he announced the program as fictitious, then interrupted a record to announce that "the moon is falling into the sun. The entire Mississippi River basin from Winnipeg to New Orleans has been declared a danger area. Earthquakes are expected."

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RALPH ATLASS RESIGNING FROM NAB TAKES ANOTHER SHOT AT BMB

Ralph Atlass, owner of WIND in Chicago, announced last week that the station had resigned from the National Association of Broadcasters. He indicated that his other radio property, WLOL, Minneapolis, undoubtedly also will pull out of the NAB.

Mr. Atlass, active in NAB functions until two years ago when he started to absent himself from both regional and national meetings, gave as chief reason for his walkout the Association's renewed financial support of Broadcast Measurement Bureau. He is quoted as contending that "BMB is no good for either network affiliates or indie stations."

KTLA, Los Angeles, which Mr. Atlass is purchasing, is not an NAB member.

Another Chicago dispatch states that WIND, Atlass station, is discounting trade talk of television inroads these days. In fact, the Chicago AM indie has just hung out an SRO sign on its programming for the rest of the Summer.

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RADIO AND TELEVISION BIBLIOGRAPHY ISSUED BY FSA

More than 400 sources of information on radio and television are listed in a new Radio and Television Bibliography just issued by the Office of Education, Federal Security Agency.

This guide was prepared by Gertrude C. Broderick, Specialist in Radio Education, under the direction of Franklin Dunham, Chief, Educational Uses of Radio, Office of Education. Harry Moskowitz assisted in the compilation.

Accompanying each reference is an annotated description. In addition to general radio and television sources, the bibliography offers summaries of published information on careers in radio, broadcasting techniques and script writing, radio education, scripts, books, and plays. Material is also indexed under engineering, frequency modulation, television, radio and recording equipment, transcriptions, and periodicals.

Sources of general information, and an alphabetical index to the bibliography's 417 entries conclude the Office of Education publication. Copies are available from the Superintendent of Documents, U. S. Government Printing Office, Washington 25, D. C. at 15 cents each.

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WHO TALKS TOO MUCH TO WHO; NOW MILLER, NAB, GETS BAWLED OUT!

Recently Wayne Coy, President of the Federal Communications Commission let out quite a squawk because he said a broadcaster had accused him of talking too much. N ow comes the Editor & Publisher, trade journal of the newspapers of the country, making the same damning allegation against Justin Miller, broadcasters' top brass, to wit:

"Judge Justin Miller, President of the National Association of Broadcasters, used the occasion of his address before the American Society of Newspaper Editors last week for a sneering attack on Editor & Publisher directing his remarks specifically to an editorial printed March 6, 1948.

"But Judge Miller, in trying to emphasize the 'dullness of perception' and the 'pathetic inconsistencies which pervade' that editorial, talked more than he should have and succeeded in convincing some of his listeners as to the soundness of the editorial he was attacking.

"The theme of Judge Miller's 20-page address was 'Attacks on Freedom of Communication'. In it he warned of the threat to newspapers inherent in present government encroachments on the freedom of radio because it sets a pattern for similar control of the press, and appealed for combined newspaper-broadcasting efforts to preserve freedom of speech and press.

"Our editorial had concerned 'Radio Editorials' and said: 'In contract to newspapers which need only the daily endorsement of readers and advertisers to survive, radio stations are licensed and must apply periodically for renewal of those government licenses. They need listeners and advertiers to survive, but they also need governmental sanction. A medium which functions by virtue of a government license, subject to review and renewal on the basis of program content, should not be permitted editorial expression.'

"The fact remains that newspapers are not yet licensed but radio stations are. There may be threats of licensing newspapers against which newspapermen are continually alert, but as for radio it is a 'fait accompli'.

"Government already has its foot in radio's door. It does not yet have a foot in the newspaper door.

"The simplest and best way to give radio complete freedom of editorial expression would be to stop the licensing procedure. Since that cannot be done without creating confusion on the air waves, the next best thing is to eliminate quality of 'program content' as a requirement for licensing. If Congress would surround the FCC with safeguards against the dangers Judge Miller has pointed out, perhaps editorial opinion could be broadcast without threat of license suspension by the governmental overseer."

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BELIEVE RADIO STILL PLENTY USEFUL, TRAMMELL, GITTINGER TELL ANPA

A good word was put in for radio at the Bureau of Advertising session of the American Newspaper Association last week by both Niles Trammell, President of the National Broadcasting Company, and William C. Gittinger, Vice-President of the Columbia Broadcasting System.

Admitting that the competition of television for the advertising dollar "cannot be lightly dismissed", Mr. Trammell declared that radio, too, must adjust itself to this "evolutionary development". He added, "It may s eriously affect marginal techniques. But no one medium can encompass the whole advertising job for American industry; we cannot glimpse the foreseeable future when television will duplicate in coverage, technique and economy the job that radio is doing today as a medium of mass communication."

Mr. Trammell expressed doubt that television will displace any advertising medium "that is doing a good job", and he reminded the publishers of the history of radio, which was once feared for its possible effect on other media. Radio advertising, network, regional and spot, but excluding local, he said, increased from $10,500,000 in 1928 to an estimated $350,600,000 in 1948 -- but during that same period, he asserted, newspapers advanced from $236,000,000 to $339,000,000 in national advertising revenue, and magazines from $177,700,000 to $462,000,000."

"I believe that radio will continue to grow. If I am wrong, it is going to take an awfully long time to cut down radio's tremendous size," Mr. Gittinger said.

"It's quite possible that radio may be blitzed temporarily in a market -- we'll say, like New York. We are under the gun right now. . . full-page ads da y after day. . . tremendous pressure. . . tremendous set sales.

"All right! If that should happen, I believe that radio will soon come back and find its proper place, just as phonograph records did.

"I believe the American people are ready and big enough in numbers to swallow up another big entertainment and advertising medium without harming or discarding the existing ones."

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FRED SCHILPLIN, 80, KFAM, ST. CLOUD, DIES AT N.Y. MEETING

Fred Schilplin, publisher of The St. Cloud (Minn.) Daily Times and owner of Station KFAM, died last Thursday night, apparently after a heart attack in a taxicab in New York City. Mr. Schilplin, who had attended the American Newspaper Publishers' Association convention, was riding to Pennsylvania Station to board a train for home. His age was 80.

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CHANNELS CHANGED AFFECTING 200,000 POLICE, FIRE, ETC. UNITS

An order by the Federal Communications Commission Tuesday, effective July 1, generally gave more frequencies to public-service organizations while, in some cases, it cut down allocations to specialized types of mobile wireless telephones. It returned to these mobile units the 44-50 megacycle band once taken away from them and assigned to television, but removed from television a year ago.

The new orders affect not only the 200,000 mobile wireless telephone units, but 50,000 authorized stations to which they report.

Newspapers were taken out of the general "industrial radio service" category, in which they shared frequencies with many other users, and received, for spot news coverage, four frequencies in the 162-174 megacycle range. These will be shared, on occasion, with motion-picture companies on location, but with no one else.

Under the order newspapers may use larger equipment, including units installed in the cars of reporters and photographers.

At the same time the Commission turned down applications for general usage of wave bands for the transmission of radio facsimiles of press photographs. It authorized, however, experimental operation of equipment for this work "on available bands above 952 megacycles".

Police radio services were shifted somewhat, the report stated. Fire radio stations received wider permission to operate, with the new order embracing rural and suburban fire companies without restriction by size of population in communities, as heretofore.

Radio stations used in highway maintenance work received official recognition for the first time. Permits to use mobile radios in forestry conservation were enlarged from simple authorization to use radio in fighting fires to much broader operations.

The Commission reorganized its "land transportation radio service" category by particularizing to a greater degree the usages of radio by taxicabs, trucks, railroads and buses, and it authorized the establishment of an "automobile emergency radio service" to speed emergency road service by automobile associations or by garages.

Another service that received formal recognition was the "domestic public mobile radio service". This was designated as a public service for hire, operated either by telephone companies or by private agencies, to handle communications by individuals between fixed radio stations and mobile units.

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U.S. PROTESTS "VOICE" JAMMING

The State Department announced Monday night, according to the International News Service, that it has appealed Soviet jamming of "Voice of America" broadcasts behind the iron curtain to the International Telecommunications Union of which Russia is a member.

The protest was sent on Saturday to the international headquarters of the organization in Geneva.

Georve V. Allen, Assistant Secretary of State for Public Affairs, said that the Department also has demanded that the Geneva organization request the Soviet Union "immediately to take necessary steps to put an end to the jamming operations".

The Department declared that U. S. radio direction finders have determined that the interference comes from equipment within the Soviet Union.

It was pointed out that the jamming became particularly intense simultaneously with the start of negotiations on lifting the Berlin blockade and another meeting of the "Big Four" Foreign Ministers on the German problem.

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PROJECTOR SUSPENDED FROM CEILING PROVIDES 6 X 8 FOOT TV

A new life-size television projection system, featuring an optical barrel which can be suspended from a convenient ceiling mounting is now being offered by the Radio Corporation of America.

The system, as described in Radio Age, is especially adaptable for use in night clubs, hospitals, taverns, clubs, hotels and lunch rooms, home installations, churches, schools and in television broadcast studios for monitoring, sponsors' viewing rooms, and overflow audiences. The optical barrel which is focused on a screen up to 6 by 8 feet in size, of either front or rear-projection type, is connected to the control console by a 40-foot cable. The console, containing television and audio components, as well as controls, can be built-in if desired, or placed in an out-of-the-way location.

The unit has a 30-watt amplifier, with facilities for microphone and phonograph inputs so that the installation may be used as a public address system when television programs are not on the air.

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TRUMAN KNEW WHAT TO DO WITH BIG PIG WWL, NEW ORLEANS, SENT

President Truman got a forty-pound pig last Monday. It was brought to Washington by George W. Shannon, Farm Service Director of Radio Station WWL in New Orleans. Mr. Shannon did not bring the pig into the White House, but told Mr. Truman all about it. The President asked that it be shipped to the family farm at Grandview, Mo.

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22 PHILCO PLANTS STRIKEBOUND

About 6,500 employees in twenty-two plants and warehouses of the Philco Corporation remained away from work this week to enforce demands for higher wages and a pension plan.

The company, a major manufacturer of radios, television sets and refrigerators, called the work stoppage a strike, but union leaders claimed it was a lockout.

The union-management contract expired at midnight Saturday and officials of Locals 101 and 102, United Electrical Radio and Machine Workers, CIO, have taken the stand of "no contract, no work".

Massed picket lines marched around the company's main plants for three hours Monday morning. They permitted engineering, maintenance, payroll and personnel employees to enter, but barred all others, including clerical workers.

At the height of the demonstration an estimated 3,000 pickets were in the line. Many carried placards reading, "Philco employees locked out", and "We ask your help in securing a decent contract."

The workers are demanding a pay increase of 15 cents an hour and the inauguration of a pension plan which union leaders estimated would cost the company 4-1/2 per cent of its payroll. The company has offered free hospitalization for all employees; two additional paid holidays, increasing the total to eight, and double time for work on holiday pay.

William Balderston, President of the company, asserted that the situation "in our highly competitive field is such that a rise in wages at this time would put us out of competition with other companies completely."

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RADIO TUBE SALES INCREASED IN MARCH

March sales of radio receiving tubes increased 1.8 million over sales in February but were 3.7 million under sales in March, 1948, the Radio Manufacturers' Association reported last week. Sales in March totalled 14,505,349 tubes compared with 12,643,788 in February and 18,208,842 in March last year.

Tubes sold for new sets by RMA member-companies aggregated 9,847,090 and replacements numbered 3,420,843 in March. Another 1,143,855 tubes were exported and 93,561 were sold to government agencies during March.

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SCISSORS AND PASTE

Cost Of 5 To 10 Television Theatre Net Studied
("Hollywood Reporter")

National Theatres is seriously considering establishing five to 10 television theatres in this area, it became known yesterday. A survey to determine costs has just been started. It is expected the survey will take from six months to a year. If the project proves feasible, NT, through Fox West Coast, will be prepared to install big-screen video in the houses almost overnight, picking up special events to augment the houses' regular screen fare. Speedy installation of equipment would be made possible by tests now being made cooperatively with RCA.

The policy would bear out predictions made a year ago by Spyros Skouras as to the future relation of TV to theatres.

NT, through its FWC, Fox Intermountain, Fox Midwest and Fox Wisconsin chains, controls nearly 500 houses, and FWC has approximately 30 theatres in the immediate area under survey. Assuming that 10, or one-third, are ultimately retooled for video, the same ratio would indicate NT will eventually do the same to a total of 166.

This figure, however, was blown down to "about 100" last night by authoritative sources who predict "the company will limit its conversion policy to metropolitan areas where competition is toughest." It was further pointed out there are large areas in NT's overall operation where telecasting is not likely for some time.

At this time, circuit officials figure that the initial theatre television machines will pick up special events being broadcast by stations, with eventual development towards special programs designed and staged especially for the hooked-up theatres.

RCA has already announced that it is starting production of a pilot run of 100 theatre television machines, with cost of each set to be under $25,000. This large screen video equipment would undoubtedly be used by FWC for the start of its theatre television project.

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Believe It Or Not!
("New York Times")

The next time a Congressional committee has to consider the appropriation for the Voice of America it might call as witnesses the masters of the Russian radio. These gentlemen will not answer the summons in person, but they are already testifying in absentia. Since the middle of last week they have been subjecting the Voice to what Charles W. Thayer, Chief of the State Department's International Broadcast Division calls "far and away the worst jamming" in its history. The Voice's programs have been criticized, even in this country. It is none the less apparent that it is sending out words that the Russian Government fears.

What is there to be afraid of in words? Some persons in the United States seem to fear them. The State Department itself seemed to fear them when it denied foreign left-wingers a chance to talk their way around the country. But the Moscow Communists appear

to look on them as a deadly menace. We can only suppose that there are radio listeners in Russia and the satellite states who, given a choice between the Moscow radio and the Voice of America, would believe the latter.

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A Lotta' Money
(Leonard Lyons in "Washington Post")

Gen. David Sarnoff, head of the Radio Corporation of America, had his pocket picked in the lobby at "Kiss Me, Kate" one night. The wallet contained $700 in cash. General Sarnoff, whose technical achievements broadened the boundaries of modern life, was a victim of the old-fashioned jostle-and-pickpocket trick.

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The Way The British Rate Reception
("London Calling")

In a recent issue of London Calling we reemphasized to listeners the value to the BBC of their program comments, suggestions, and criticisms. Listeners' reports on their reception of the overseas transmissions are no less valuable, as they materially assist the engineers in their efforts to provide a satisfactory service.

Reports on reception covering a period of at least one week - and given, if possible, in GMT - are preferred, as the most useful information is that derived from regular listening. But if you are unable to listen through a complete program, reports on conditions over shorter periods are still valuable.

A three-figure code has been devised to simplify such reporting. The first figure indicates the "signal strength" on the following scale: 0 - inaudible; 1 - very weak; 2 - weak; 3 - fairly strong; 4 - strong; 5 - very strong. The "magic eye" or other tuning indicator on many receivers gives a useful guide to the strength of signal.

The second figure indicates the "strength of interference" caused by unwanted stations: 0 - none; 1 - very weak; 2 - weak; 3 - fairly strong; 4 - strong; 5 - very strong.

The third figure indicates the overall value or merit of reception, which depends on the strength of BBC transmissions and degree of interference present: 0 - nil, completely unintelligible; 1 - very poor, only a few words intelligible; 2 - poor, but mainly intelligible; 3 - fair, completely intelligible although close attention necessary; 4 - good, completely intelligible and easy to follow; 5 - very good, comparable with normal medium-wave reception (a relatively rare experience).

The assessment 5-0-5 would thus indicate perfect reception; 5-4-2, for example, would mean a "very strong signal but with strong interference, reducing overall merit to poor, but mainly intelligible" (The third figure must be consistent, of course, with the first two figures, e.g., "1-5-5-" is an impossibility.)

Reports should be addressed to the Chief Engineer, BBC, London, W. 1, England.

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TRADE NOTES

Television was brought to the attention of the National Capital last Sunday by a special television section in The Washington Post.

Radio has contributed the words "disc jockey" to Webster's New Collegiate Dictionary just out.

Motorola, Inc. - March quarter: Net earnings, $909,516, or $1.14 a common share, compared with $720,299, or 90 cents a share, last year; sales, $15,212,622, increased 22 per cent from $12,437,347 volume a year ago.

FCC stastics reveal that the highest annual operating expense of 14 TV stations in 1948 was $814,000; the lowest $59,000. Average: $538,000.

A former GI in New York City last week field suit in District Court in Washington for $200,000 libel damages against Columnist Drew Pearson, the Bell Syndicate, Inc., and The Washington Post.

The suit was filed by Joseph B. Franzino, a minor, through his father. He charged he was libeled in the Washington Merry-Go-Round July 30 in an article about a black-market scandal involving the Army in Japan.

Aircraft Radio Corporation - For 1948: Net profit, $95,770, equal to 33 cents a common share, contrasted with a net loss of $105,597 for 1947; net sales, $1,822,082, against $458,007.

Opening of the first direct radiotelegraph circuit between San Francisco and Canton China, was announced last week by H. C. Ingles, President of RCA Communications, Inc., New York City. He said direct service also has been opened by RCA between the Philippine Islands and Canton.

Operations with Canton are in addition to long-established RCA radiotelegraph service between the United States and Shanghai. First commercial contact with the Canton station was made by the RCA station in San Francisco at 4 P.M. (Pacific Standard Time) last Wednesday, April 27. Establishment of service followed soon afterward, Mr. Ingles said.

Twin television consolette models with 10 or 12 inch picture tubes in identical mahogany cabinets were announced over the week-end in Sunbury, Pa., by the Westinghouse Home Radio Division.

Television Box-Score by Television Broadcasters' Assn:

Stations Operating	61
CP's Granted	58
Applications Pending	321

The Textile Workers Union, CIO, will mark its tenth anniversary, May 14, with the holding of a "convention by radio". Members of 700 locals in all parts of the country will hold meetings that evening to hear broadcast talks by Mrs. Franklin D. Roosevelt, Senator Frank P. Graham of North Carolina, and Gov. Chester Bowles of Connecticut.

The union has arranged to have the special anniversary program heard from 8:30 to 9 P.M., over ABC in each time belt to facilitate the holding of dinner meetings. A special dramatic script will be prepared with Melvyn Douglas and Aline MacMahon scheduled to narrate leading roles.

Broadcasts have had to give way to theatrical performances but for probably the first time, a Broadway show will be closed down for an evening to enable its stars to broadcast.

This will be done Monday, May 16th, at 9 P.M., EDT, to enable Ezio Pinza and Mary Martin, co-stars in New York's smash hit "South Pacific" to appear on the "Telephone Hour". Rodgers & Hammerstein of "Oklahoma" fame are the authors of "South Pacific".

Likewise stars have gone from musical comedy to the Metropolitan but Pinza, one of the really great stars of the "Met" is among the few who have gone from the Metropolitan to a musical comedy.

The advent of television has in no way altered the duty of Catholics to attend mass on every Sunday and Holy Day. The revised adult catechism issued recently makes itself clear on the point.

Though it does not refer specifically to television, one section asserts that "To satisfy the obligation to assist at mass on Sunday a person must actually be present at the place where mass is celebrated. . . A person who is a notable distance from the worshippers certainly is not bodily present at mass."

Two new network channels were added Monday to the Bell System's important television network route between Philadelphia and Chicago. Introduction of the additional channels will permit broadcasters, who have been sharing the single channels operating in each direction, to present Midwestern television audiences with a wider choice of network programs coming from Eastern studios.

A total of three west-bound and one east-bound channels will now be available, according to the Long Lines Department of the American Telephone & Telegraph Company. Of the west-bound channels, two will operate every day on a 24 hr. schedule. The third will be available only after 6 P.M. from Monday through Friday but on a 24 hr. basis on Saturdays and Sundays.

Between Monday and Friday the single east-bound channel will only be available for television transmission after 6 P.M. However, this circuit will also be placed in operation for network television service at any time on Saturdays and Sundays, making it possible to bring such week-end Midwestern events as sporting events to video audiences in the East.

Re-election of Fred E. Ahlert, a composer, as President, and the election of other officers of the American Society of Composers, Authors and Publishers (ASCAP) took place last week in New York.

Mr. Ahlert reported the ASCAP writer membership had reached a total of 2,041 and the publisher membership, 361.

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HEINL NEWS SERVICE

Radio — Television — FM — Communications

2400 California Street, N. W. Washington 8, D. C.

Robert D. Heinl, *Editor*

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RMA SILVER JUBILEE MEET; PUBLIC TV OBSOLESCENCE DISCUSSION OUT

Although not mentioned in the advance press handouts, it is expected that an important feature at the Radio Manufacturers' Association's "Silver Anniversary" convention to be held in Chicago next week, May 16-19, will be an informal report of the progress that has been made by the recently appointed Committee "to give the public, trade, and government accurate television information." This group was organized and $100,000 appropriated for its expenses, to reassure the public after the industry blow-up following charges that present sets may become obsolete when television is expanded into the higher bands. It is certain that every effort will be made to avoid stirring up the public further but nevertheless obsolescence looms as the main topic of conversation.

At the forthcoming gathering conspicuous by his absence will be FCC Chairman Wayne Coy who has been one of the storm centers in the television row.

The special RMA Television Information Committee is headed by Paul V. Galvin, RMA past president. Other members are: Benjamin Abrams, Emerson Radio & Phonograph President; Dr. W. R. G. Baker, RMA Engineering Department Director and General Electric Vice President; H. C. Bonfig, Zenith Vice President; James H. Carmine, Philco Vice President; James W. Craig, Avco's Crosley Division Vice President; Dr. Allen B. DuMont, Allen B. DuMont Laboratories head; Joseph B. Elliott, RCA Victor Division Vice President, and William H. Halligan, Hallicrafters Co. President.

Approximately 50 group meetings have been scheduled to be held during the RMA Convention.

Complete programs issued this week provide for a solid series of morning and afternoon business sessions, four luncheons, and two dinners.

Together with manufacturers and jobbers attending the Parts Trade Show, which will be held concurrently with the RMA convention, the radio industry will virtually take over the Stevens Hotel for the week.

Highlighting the "Silver Anniversary" convention will be an All-Industry Banquet Thursday evening in which other trade organizations will participate in a tribute to RMA. Top entertainment talent has been booked for this event which is expected to fill the Grand Ballroom of the Stevens Hotel and to overflow into the foyers, according to Chairman Leslie F. Muter of the RMA Convention Committee.

Following three days of committee and section meetings, the five divisions of RMA will hold membership meetings Thursday morning, May 19, to elect new officers. The annual membership luncheon will be held the same day.

Senator Capehart (R), of Indiana, a pioneer radio manufacturer and a member of the Senate Interstate and Foreign Commerce Committee, will speak at the membership luncheon, and President Max F. Balcom, who is completing his second term, will make his annual report.

The RMA B oard of Directors will hold two meetings, the first on Wednesday afternoon and the second on Thursday following the membership luncheon and the election of officers.

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NBC TV THEATRE PROGRAM POSITION CLARIFIED BY DENNY, V-P

A letter which discussed in detail the possibility of the National Broadcasting Company providing television program service to theatres, was addressed by Charles R. Denny, Executive Vice-President of NBC, to Gael Sullivan, Executive Director of the Theatre Owners' Association of America, Inc.

Mr. Denny said there were three principal types of programs which NBC may provide to theatres: (1) shows built by NBC on special order for the primary use of theatres; (2) special event programs, like a presidential inauguration or an important address, that are not sponsored, and (3) regular commercial or sustaining shows.

In the first category, Mr. Denny wrote, NBC would present programs for exclusive theatrical use, and these would not be generally telecast. The second and third categories would be programs primarily designed for telecasting and their use by theatres for either simultaneous or subsequent showings could be arranged under special license from NBC.

Any commercial television program would have to be shown in theatres in its entirety, Mr. Denny said, with commercial announcements included. Naturally, the consent of advertisers would be a prerequisite to theatrical presentation of sponsored programs.

As to special events programs, Mr. Denny said that in "appropriate cases" NBC would license theatres to use them, providing NBC owned or could clear all rights for theatre showing. In cases where NBC was one of several broadcasters carrying a program, theatres would, of course, have to make arrangements with all members of the group.

The question of television rights for theatrical presentations, Mr. Denny pointed out, "is still largely unexplored." He foresaw that negotiations on this subject would be required in each instance.

"In addition", said Mr. Denny, "there may be union problems which would have to be resolved in connection with theatre showings of television programs. On its part, NBC would be willing to supply these programs as indicated in this letter, and if theatres so desired, NBC would in appropriate cases attempt to negotiate the clearing

of necessary rights, the interested theatres to pay any added costs for the acquisition of these rights."

On the subject of fees, Mr. Denny said NBC would set them on the basis of covering the network's expenses in providing programs to theatres plus "a fair profit". Initially, at least, he said, fees would be subject to negotiation in each case.

Mr. Denny emphasized that NBC would not permit use of its television programs in theatre auditoriums without licenses, whether the program is picked up by the theatre from the telecast or delivered by other means. He pointed out, however, that the network had not objected to the showing of its programs on "home television instruments installed in theatre lounges and lobbies."

"NBC has treated the use of its television programs in theatre lounces or lobbies, where no additional admission or other charges are levied, as more akin to normal home television reception than to theatre television", he said. The network has not taken steps to prevent this use.

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THE TIME MUSSOLINI SLIPPED A MESSAGE THROUGH TO COOLIDGE

Norman Siegel, formerly one of the livest radio editors in the country but who is now climbing to the top of the ladder in the motion picture world in Hollywood, came to New York this week to attend home office meetings and Paramount's Eastern Sales Division Convention.

Mr. Siegel for many years was radio editor of the Cleveland Press and now is Paramount Studio publicity head on the West Coast. An amusing story is told about him. Returning from a trip abroad via Washington before World War I, Norman told Leo Sack, the United States correspondent, later Minister to Costa Rica, that he'd like to see the President.

This was in the old handshaking line days at the White House and a meeting was easily arranged by Sack. However, the latter almost fell out of his shoes when Siegel, whom he supposed expected to greet the President only formally, said:

"Mr. President when I met Premier Mussolini in Italy, he asked me if I would give you a message."

To Sack's further amazement, President Coolidge came right back with a reply. As Siegel and Sack left the Executive Office, the latter having partially recovered his composure, ejaculated:

"Why didn't you tell me you had a message to Coolidge from Mussolini!"

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WEBSTER'S CONFIRMATION FOR SECOND FCC TERM SEEMS IN THE BAG

One of the comparatively few men who really knew anything about radio or communications - that is to say didn't arrive by the political route - when appointed to the Federal Communications Commission, Edward F. Webster, will be considered today (Wednesday, May 11) by the Senate Interstate and Foreign Commerce Committee for reappointment as Commissioner to a 7 year term. Commander Webster's name was sent up by President Truman last week and with the personal backing of Senator Edwin C. Johnson, Chairman of the Senate Committee it seems to be the opinion on the Hill that he is as good as in.

During his two years on the Commission when he succeeded Paul Porter, Commander Webster has been particularly concerned with safety and special services aspects of the FCC's activities, and has participated in many international radio conferences. His extensive technical knowledge in radio and telecommunications has been invaluable in these meetings.

A veteran of two wars and a former Assistant Chief Engineer of the Federal Communications Commission, Commissioner Webster has long been identified with matters affecting domestic and international communications, specializing in application of radio to safety in the marine and aviation services.

Born in Washington, D. C., on February 28, 1889, Commissioner Webster attended the local public schools and was graduated from the United States Coast Guard Academy in 1912. He spent more than 30 years in that service. Retired in 1923, he was recalled to active duty until 1934, and again during World War II. During these tours he served as Chief Communications Officer of the Coast Guard.

Joining the Federal Communications Commission in 1938 as a member of its engineering staff, he became Assistant Chief Engineer about a year later. In that capacity he had intimate supervision of radio and wire services, embracing marine, aviation, experimental, emergency, amateur, and common carriers to the inclusion of cables, also matters relating to radio operators.

For many years he has been active in coordinating communications activities within the Government and is one of the original members of the Interdepartment Radio Advisory Committee. He has assisted the State Department in preparing for 20 international conferences dealing with all phases of communications, most of which he attended as a representative of the United States by designation of the President or by the Secretary of State.

Because of his knowledge of maritime problems, Commissioner Webster was a member of a technical committee created by the Senate in 1935 to investigate the Morro Castle and Mohawk steamship disasters. As a result of that inquiry, he drafted legislation which placed into operation the radio provisions of the International Convention for the Safety of Life at Sea.

In 1942 he was granted military leave by the Commission to return to active duty with the Coast Guard, again being placed in charge of the extensive communication system of that service. He advanced in rank from captain to commodore and was awarded the Legion of Merit for outstanding accomplishments. Reverting to inactive status in August of 1946, he accepted the post as director of telecommunications of the National Association of American Shipping.

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FCC CLEARS WAY FOR VICTORY CORP. TO BUY BULOVA, WOV, N. Y.

The Federal Communications Commission yesterday (May 10) issued a Report and Order granting the application of Arde Bulove and Harry D. Henshel to transfer control of Wodaam Corporation (WOV), New York, to Victory Broadcasting Corporation. At the same time, the Commission removed from the hearing docket and granted the application of Greater New York Broadcasting Corporation for renewal of license of WNEW, New York, for the period ending May 1, 1951; also the application of Wodaam Corporation for renewal of license of WOV for the period ending Nov. 1, 1951. It denied petitions by the International Catholic Truth Society and Mariannina C. deRaczynski to intervene in hearings on these applications.

Commissions Coy and Jones, in a 12-page dissenting opinion, favored a hearing, saying:

"We dissent from the Commission's Report and Order in this case because we are unable to conclude from the report and from the investigation which has been made by the Commission's staff that the Commission is in a position to find that Mr. Bulova and the corporations in which he is the controlling stockholder are qualified by character to be entrusted with the responsibilities of a broadcast license. On the contrary, we believe that upon the basis of the information uncovered by the investigation, the Commission has no choice but to hold a further hearing in these proceedings so that the complete story can be put on the record and thus determine finally the questions involved."

Commissioner Sterling did not participate, having been absent at an international conference during the proceedings preparatory to the decision.

The consideration involved in the WOV transfer is $200,000, plus 10% of the stock in WNEW owned by Richard E. O'Dea, also part owner of WOV, and the discontinuance of certain suits brought by O'Dea against the transferors.

Stations WNEW and WOV are both controlled by Bulova. Common ownership and operation of two stations in the same service area is contrary to the Commission's AM multiple ownership rule, which was adopted Nov. 23, 1943. To satisfy this condition, Bulova at different times had filed four applications to transfer WOV. One was denied by the Commission and two others were dismissed on request.

Since 1944, WOV and WNEW have been operating under temporary extensions of licenses. Tuesday's decision followed the completion of an extensive field investigation conducted by the Commission last Fall into Bulova's radio activities.

Victory Broadcasting Corporation is composed of Ralph Weil and Arnold B. Hartley, now General Manager and Program Director respectively of WOV; N. Joseph Leigh, in the lithography and color photography business in New York; Charles B. McGroddy, a New York attorney, and O'Dea. Leigh and O'Dea will hold 51 2/3 and 33 1/3% respectively of the common voting stock.

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ARMSTRONG ONE OF FIRST TO GET RADIO MODEL NAMED AFTER HIM

Probably the first radio set model named after its inventor is called by Zenith "The Major", an FM table model dedicated to Major Edwin H. Armstrong, Professor of Electricity at Columbia University, and inventor of frequency modulation.

"The set, listing at a new low price of $39.95, has a sensitivity of about 10 microvolts, which makes it much more sensitive than any home FM radio receiver heretofore manufactured", H. C. Bonfig, Zenith Vice President said.

"The Major" was previewed at the industry's FMA Clinic in New York recently by Major Armstrong, who declared: "This is a milestone that will revolutionize FM broadcasting."

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GENERAL STRIKE BLAMED FOR AMERICAN CABLE & RADIO LOSS

Gross operating revenues of the American Cable & Radio Corporation declined from $21,314,942 in 1947 to $20,193,233 in 1948 (a decrease of $1,121,709) and operating expenses declined from $23,543,345 in 1947 to $22,259,983 (a decrease of $1,382,362). The year 1948 showed a consolidated loss of $1,608,758 compared with a loss of $2,075,999 in 1947 (which was reduced by tax credit to $1,525,999).

"In our last annual report", Kenneth E. Stockton, American Cable & Radio System stated, "we pointed out the serious effect which deficit operations during the past three years have had on the cash position of the System. Since December 31, 1947 cash and government securities located in the United States have decreased from $4,161,455 to $3,285,908 on December 31, 1948, of which $166,000 and $384,000, respectively, represented blocked bank deposits of our Argentine subsidiary. The balances held abroad subject to local exchange restrictions declined from the estimated equivalent of $2,711,509 on December 31, 1947 to $2,519,307 on December 31, 1948.

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ADMIRAL ELLERY W. STONE, I. T. & T., NEW FARNSWORTH SKIPPER

Admiral Ellery W. Stone will soon assume his added duties as President of Capehart-Farnsworth Corporation, newly-formed and wholly-owned subsidiary of the International Telephone and Telegraph Corporation, to which he was elected last week.

Admiral Stone, IT&T Vice President, is also President of Federal Telephone and Radio Corporation and International Standard Electric Corporation and has served since 1931 in various executive capacities with the IT&T System. A native of Oakland, California, he attended the University of California where he specialized in radio engineering. From 1924 to 1931 he was President of the Federal Telegraph Company prior to acquisition by I. T. & T. and from 1931 to 1937 was operating Vice President and Director of the Mackay Radio and Telegraph Company. He then served as Executive Vice President of Postal Telegraph, Inc., and was elected President of the Postal organization in December 1942. In 1943 he was recalled to active duty with the United States Navy. He served as Chief Commissioner of the Allied Commission for Italy until early 1947, with headquarters in Rome.

The following officers were also elected with Admiral Stone: David R. Hull, Executive Vice President; Philo T. Farnsworth, Vice President; Henry C. Roemer, Vice President; William Clausen, Vice President; P. H. Hartmann, Treasurer; W. F. Hoeppner, Comptroller; Chester H. Wiggin, Secretary and Assistant Treasurer; Dudley M. Day, Assistant Secretary; C. Douglas Webb, Assistant Secretary; John J. Brosnan, Assistant Treasurer; Edmond H. Dufau, Assistant Treasurer; and Roy H. Workman, Assistant Comptroller.

Edwin A. Nicholas, former President of Farnsworth Television and Radio Corporation, will act as Assistant to the President.

The Board of Directors of the newly-formed corporation is as follows: Sosthenes Behn, George Everson, Philo T. Farnsworth, William H. Harrison, Charles D. Hilles, Jr., David R. Hull, Edwin A. Nicholas, Henry C. Roemer and Ellery W. Stone.

Captain Hull is Assistant Technical Director of the International Telephone and Telegraph Corporation. Prior to joining the IT&T System in 1948, he was engaged in radio and electronic research work for the U. S. Navy since his graduation from the U. S. Naval Academy in 1925. As Assistant Director of the Naval Research Laboratory at Washington, D. C., and later as head of the Design Branch and Deputy Director of Electronics of the Bureau of Ships, he played a vital role in perfecting the latest radar and electronic techniques for use by the U. S. Navy during the war. From 1933 to 1940 Captain Hull directed research activities in the fields of sonar and radar. He also initiated programs for the Fleet tactical radio telephone communications in the Very High and Ultra High Frequency ranges. In his most recent assignment, that of Assistant Chief of the Bureau of Ships for Electronics, he was responsible for the entire Navy electronic program, including research, procurement and installation.

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LEWIS ALLEN WEISS ELEVATED TO DON LEE CHAIRMANSHIP

Lewis Allen Weiss, President of the Don Lee Broadcasting System of Los Angeles, was last week advanced to Chairman of the Don Lee Board. Until recently, Mr. Weiss had served as Board Chairman of the Mutual Broadcasting System, the only one from the West Coast ever to serve in that capacity.

At the same time of Mr. Weiss' elevation to the chairmanship of Don Lee, Willett H. Brown, current Executive Vice President, was elected to succeed Mr. Weiss as President. Other new Don Lee officers elected, and their posts are: Donn B. Tatum, Vice President and General Counsel; Ward D. Ingrim, Sales Vice-President; Pat W. Campbell, Station Relations Vice-President; William D. Pabst, Vice-President and Manager of KFRC in San Francisco; and C. J. Marshall, Assistant Secretary-Treasurer.

Mr. Weiss is an old timer in the broadcasting business and is credited years ago with thinking up the idea of Will Rogers using an alarm clock to keep the great comedian on time in his broadcasts. A sketch of the new Don Lee, Chairman, which appears in the 1948-49 "Who's Who in America" follows:

Weiss, Lewis Allen, business exec.; b. Chicago, Ill., May 8, 1893; s. Joseph Ignatius and Regina (Buchs) W.; student Kent Coll. of Law, 1912-15, U. of Southern Calif., 1926-29 (extension course in advanced economics); m. Sue C. Stephenson, April 22, 1922; 1 dau., Patricia Sue (wife of Lt. Albert S. Hart, U.S.N.). Chmn. bd. dirs. Mutual Broadcasting System; dir., vice pres., gen. mgf. Don Lee Broadcasting System, Pacific Northwest Broadcasting Co.; pres., dir., Calif. Broadcasters, Inc.; Mem. Los Angeles Airport Commn. Served as capt. 4th U.S. Cavalry, 1915-19. Mem. Los Angeles Chamber of Commerce (vice pres.), Hollywood Chamber of Commerce, Merchants and Mfrs. Assn. (dir.), Mil. Order of the World War Television Broadcasters Assn. (dir. 1944-45), Delta Theta Phi, Alpha Delta Sigma. Clubs: Los Angeles Rotary (dir. 1943-45), University (Los Angeles); Beverly Hills.

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WINCHELL SAYS HE'S GETTING $650,000 FOR KAISER-FRAZER PROGRAM

"My fee (net)", says Walter Winchell, "is $650,000 in 1949. For '50 it is $715,000." So he wrote Editor & Publisher last week, in correction of a statement that he was getting $520,000 a year for his Kaiser-Frazer radio program.

Editor & Publisher's report, was based on the announcement last Summer, when he parted with Jergens, that ABC had signed a contract guaranteeing him $520,000.

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FCC ORDERED TO MODIFY RULE ON MONOPOLY

The Federal Communications Commission has been ordered by the U. S. Court of Appeals in Washington to modify application of "the newspaper issue" to radio station applicants, and go beyond the question whether grant of a license would create joint ownership of newspaper and radio in the single community of operation.

The Court reminded that a rival applicant's ownership of press and radio facilities elsewhere in the area can affect the question of competition in news dissemination.

FCC had denied the application of Plains Radio Broadcasting Co. for a license on the ground that contrary action would give all radio and press ownership in Lubbock, Texas, to the same parties. It granted a permit to the competing applicant, Lubbock County Broadcasting Co., whose owners have financial interest in broadcast stations at Brownwood, Waco and Austin, and newspaper holdings at Brownwood, Del Rio, and Lamesa, Tex.

The Court's decision states: "It seems to us that in considering the public interests in the maintenance of competition in the dissemination of news, the Commission cannot select the one fact that one applicant is the owner of the town's only newspaper and ignore the fact that the other applicant is directly related to several newspapers and radio stations in the general section of the country (although not in this immediate community).

"A concentration of news dissemination by a chain of stations over an area would seem to us to be a factor in a comparative valuation from the standpoint of competition in news dissemination. We think that the Commission must weigh pro and con the facts as to each applicant upon the subject which it deems material in a comparative evaluation. It cannot select and assert as material the pertinent characteristics of one applicant and ignore the related features of the others."

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CLAIMS TV EMPLOYS 10% AS MANY AS ENTIRE RADIO INDUSTRY

Television, with only 57 stations on the air, currently employs approximately 10% as many full-time persons as does the total AM-FM broadcasting industry, the National Association of Broadcasters claimed this week.

In a survey of television employment and wages conducted by Richard P. Doherty, NAB Director of Employee-Employer Relations, it was also found that the regular staff of 57 television stations, including networks, aggregated 3,456 full-time persons and approximately 1,000 part-time and free-lance individuals, as of February, 1949.

"If the staffs of stations now preparing to 'go on the air' in the near future are added, the total television employment among stations and networks will approximate 4,000 persons. In addition, a considerable number of free-lance actors, singers and other talent are employed directly by agencies", Mr. Doherty said.

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WARNERS STILL DESIRE KLAC, L.A. WOULD RESELL TO RALPH ATLASS

Warner Brothers still seeks to buy the Los Angeles television station now licensed to Mrs. Dorothy Thackrey, attorney John P. Southmayd told the Federal Communications Commission last Friday. Although he could not explain the apparent withdrawal from the purchase agreement voiced last month in Hollywood by Harry M. Warner, Southmayd wrote that his client, Warner Brothers Pictures, Inc., has authorized him to advise the Commission it "intends fully to comply with its agreement" to purchase KLAC-TV, along with standard broadcast stations KLAC, Los Angeles, and KYA, San Jose, Mrs. Thackrey has agreed to wait until August 1, Southmayd said, according to Hollywood Reporter.

Again early favorable action by the FCC was asked, with Warners ready to take title to the stations for $1,045,000 and then to turn over KLAC to Ralph Atlass of Chicago on another sales contract negotiated pending approval of the Warner Brothers buy.

The FCC has held up approval pending determination whether Warner Brothers is qualified to hold broadcast and TV licenses in the light of its record of anti-trust violations.

It was recalled that the FCC kept its eye on Department of Justice negotiations with Paramount for a consent decree this past Winter, announcing its intention to go into the anti-trust angle as it affects the major companies at the right psychological moment, so far as the Justice Department negotiations are concerned. It has been suggested, although not confirmed, that this was more than mere coincidence.

It is also suggested that there may be no final commission decision on the anti-trust angle until the New York court judgment in the case of Warners, Loew's and Fox has been handed down - and perhaps not then if the case seems destined to go back to the Supreme Court.

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FRENCH GIFT TO BBC IN APPRECIATION OF WARTIME BROADCASTS

The French flag few over Broadcasting House, London, when at a recent ceremony a Lurcat tapestry was presented to the British Broadcasting Corporation by M. Rene Massigli, the French Ambassador, on behalf of the French Government, in recognition "of the help and comfort the London radio offered in the dark days of occupation."

The gift was accepted by Lord Simon of Wythenshawe, Chairman of the BBC governors, who referred to the cooperation still existing between Britain and France. Sir William Haley, the Director-General of the BBC, also spoke in French.

Similar gifts have already been made to the BBC. A beautiful and unique vase was presented by the Speaker of the Danish House of Commons on behalf of listeners in Denmark. The people of Holland subscribed for a plaque which was unveiled in Broadcasting House by the Netherlands Ambassador.

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ASCAP-NAB TELEVISION MUSIC ARBITRATION PLANS STYMIED

Negotia tions between the American Society of Composers and the National Association of Broadcasters Television Music Committees struck a snag last week when the latter refused to consider a proposal by ASCAP to submit the dispute to a three-man arbitration board. Deadline for use of ASCAP music on television is June 1.

ASCAP proposed to the NAB that rates for the use of its members' musical compositions on television be fixed by a Board, of which the member representing the public be named by the Hon. Tom C. Clark, Attorney General of the United States.

In a letter to Robert P. Myers, Chairman of the Television Music Committee of the National Association of Broadcasters, Fred E. Ahlert, President of ASCAP, urged that a three-man Board of Arbitration to fix licensing rates be set up not later than June 1, 1949. One member of this Board would be named by ASCAP, one member by the NAB, and the Attorney General of the United States would be invited to name a third neutral member, representing the public.

Previously, on April 20, ASCAP had proposed that licensing rates be fixed by arbitration for the 18-months period after January 1, 1949. This offer was declined by the NAB. In renewing the offer last week, Mr. Ahlert said that if the NAB still refused to arbitrate for the 18-months period, ASCAP would be willing to arbitrate for the 9-month period from June 1 to October 1.

Mr. Ahlert proposed that "the intervening period between May 6 and October 1, 1949, be utilized by both parties in continual, earnest effort to achieve a mutually satisfactory agreement covering the balance of the period under discussion.

Mr. Ahlert said the Television Industry has proposed that ASCAP composers and authors and their publishers allow the use of their music at rates far below those applicable to radio. The net effect of the NAB offer, Mr. Ahlert said, would be a 58% reduction for television networks, and a 40% reduction for local television stations, below the already low rates currently being enjoyed by the Radio Industry.

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34,100 TV SETS IN THREE CITIES - CINCINNATI, DAYTON, COLUMBUS

May 1 television set estimates for Crosley-station areas in Cincinnati, Dayton and Columbus total 34,100, according to figures released by the stations' Research Department.

The breakdown is as follows: WLW-T Area (Cincinnati) - 23,000; WLW-D Area (Dayton) - 5,300; WLW-C Area (Columbus) - 5,800; Total for all three areas - 34,100.

In Cincinnati, 1,780 public places are listed as having television sets and in Dayton and Columbus in about the same proportion.

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NATIONAL STANDARDS BUREAU LAB. DEDICATED TO RADIO INVENTOR

Dr. Edward U. Condon, Director of the National Bureau of Standards, last week in Washington, dedicated the B ureau's Ordnance Laboratory in memory of Harry Diamond, wartime chief of the Electronics Division, who died last June.

Dr. Condon, who was joined in the ceremonies by ordnance chiefs of the military services and by Secretary of Commerce Charles Sawyer, unveiled a memorial plaque to Diamond, whom he called one of the Government's most brilliant scientists. Mr. Condon disclosed that funds were available, from voluntary contributions by friends and associates of the late inventor to establish an annual Harry Diamond Award in the fields of electronic physics and engineering, to be made by the Institute of Radio Engineers.

After the brief program in front of the building, several hundred persons visited the Harry Diamond Ordnance Laboratory, as it was named, to view the devices whose development brought many honors to Diamond, one of those who developed the radio proximity fuse; also the radio sonde weather balloon.

The building was on public view, with the exception of a few roped-off rooms, for the first time since it was built by the Army in 1945 for ordnance research, which was directed by Diamond.

Another plaque, unveiled in the conference room of the laboratory, lists the principal accomplishments of the late electronics expert. In ordnance, they include besides the famous radio proximity fuse of World War II, the electronic bomb director and guided missile development.

His developments in aircraft radio between 1927 and 1935 included the first blind landing system, radio beacons, aircraft antenna designs and others. He also was honored in meteorology for his radio sonde weather balloon and automatic weather station.

Secretary Sawyer, who listed many of Diamond's achievements, said he was "an exceptional administrator as well as scientist."

Mrj. Gen. E. S. Hughes, Army Chief of Ordnance, said the laboratory and its scientific staff are "excellent examples of that collaboration between civilian and military personnel which is essential to military strength."

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TRUMAN NAMES COY DELEGATE TO PARIS TELECOMMUNICATIONS MEET

President Truman yesterday (Tuesday, May 10) formally named Federal Communications Commissioner Wayne Coy as Chairman of the United States delegation to the International Administrative Telephone and Telegraph Conference of the International Telecommunication Union meeting in Paris May 18th.

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SCISSORS AND PASTE

And Now We Have The Closed Television Circuit
(Jerry Walker in "Editor & Publisher")

"Ten minutes - all quiet on the floor!" commanded the stage director.

So this is how it's going to be, we mused, waiting for the cue that would set off our interview via television with Mark Woods, President of the American Broadcasting Co.; Roy E. Larsen, publisher of Life and Time, and Richard de Rochemont, producer of the March of Time.

"Don't forget, gentlemen, this is a First in Television. . . the first preview-press interview on a closed circuit."

Here we were, representing the press of the country in a "mass interview" with the men responsible for putting General Eisenhower's "Crusade in Europe" into film for television audiences. On the other ends of the tentacles of the coaxial cable were members of the press in a dozen cities where ABC has affiliated TV stations. They could see and hear but couldn't speak up, except by wiring questions to us before the show began. We'd put them to the principals.

The "galleries" in the studio were loaded now, with members of the New York press, executives from Time and Life, vice-presidents from Young & Rubicam agency. Some may not have suspected we had already rehearsed our questions and answers. Messrs. Woods, Larsen and de Rochemont certainly knew we had. They relaxed, as only one can relax under the Kliegl Bros. equipment.

Art Donegan of ABC slips us a last-minute question, wired by Milton Widder of Cleveland (O.) Press. "Why was the fact of the Maginot Line defeat at Sedan left out of both narration and picture in Crusade in Europe?"

This is fun, we thought. Mr. de Rochemont will have to think fast on that one! And he does! He explains very plausibly that his films, from official sources, illustrate only General Eisenhower's book. He displays a thorough knowledge of the battle. No fun, so on with the "planted" questions.

Suddenly the director makes frantic gestures in front of us as though he's cutting his throat. We get it. No time now even to say "Thank you, Mr. President." It's get the h . . . over with it and fast.

No phone calls from fans. This was closed circuit.

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Claim Good Bets Overlooked By-Passing Radio Program Ideas
("Variety")

Program toppers at the nets are reporting that independent package producers, are flooding the market with tele ideas and overlooking the great need for new AM stanzas. Survey of web program departments reveals, that dozens of suggestions for new TV shows are received every week, while ideas for standard radio packages have been cut to a mere trickle.

As one program director puts it, "the boys' infatuation with TV is understandable, but not realistic. Tele is already crowded for time, while AM has lots of room and facilities to try something new. In addition, AM is really hungry for new ideas - to help find a formula in the period of TV's boom."

AM stations without video outlets are saying, "we're still in business, but the river of ideas that used to flow past our door seems to have dried up."

Interesting point, the programmers note, is that the overemphasis on TV is an error of the professional radioite. The amateurs, who sends in ideas by the dozens, are still going strong for AM. But, it's felt, the amateurs' suggestions are generally worthless.

TV is also attracting a new kind of amateur, according to chiefs of new program departments. Celebs from every field - doctors, lawyers, ballplayers, actors, cafe-owners, brokers and so on - have been stricken with TV-itis, and are sending in ideas for teleshows by the mailbagful.

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Artists' Language Arouses BBC Listeners; Churchill Mentioned
("Washington Post")

Several million startled radio listeners heard the annual Royal Academy of Art banquet nearly break up in disorder recently in London when the society's president, Sir Alfred Munnings, attacked modern art in a peppery uncensored speech.

Flanked by such dignitaries as Winston Churchill, Field Marshal Viscount Montgomery and the Archbishop of Canterbury, the 71-year-old Munnings, who specializes in painting of horses, punctuated his speech over BBC with such phrases as "by God", "by heavens" and "damned", the United Press reported.

When he mentioned disapprovingly the works of French impressionist painter Henry Matisse, angry shouts and table-pounding interrupted him.

Sir Alfred cried, "I hear other members interrupting me. I am the president and I have the right to speak. I shall not be heard next year, thank God."

BBC's switchboard was swamped with calls protesting Sir Alfred's language and the banquet's rowdiness.

Sir Alfred said, "Not so long ago Mr. Churchill and I were walking together. Mr. Churchill said to me, 'Alfred, if we saw Pablo Picasso (another impressionist) coming down the street would you join me in kicking him hard in a certain part of his body?'"

"I said, 'By God, I would, Winston."

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New Tube Has "Memory"
("Radio Age")

Radar signals or oscilloscope traces, which occur in less than a millionth of a second and which remain in view only a few seconds on fluorescent screens, can now be "stored" for more than a minute by a new electron tube that has "visual memory".

The tube, called the Graphechon, is based upon the discovery that certain materials may be used both as insulators and conductors of electricity. It was described by Louis Pensak, research physicist of RCA Laboratories, Princeton, N.J. The first major use of the tube will be in Teleran, the television-radar air navigation system under development by RCA.

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TRADE NOTES

Station WOL in Washington, D. C., said it had released three of its personnel from the station's staff as an economic move. Officials of the station, said the three are disc jockeys, Mike Hunnicutt and Bob Knight, and sports director Bill Brundige. Brundige, however, will continue on the station as a free-lance sports announcer doing two daily shows, they said.

Television is being widely used by the Army to watch the disassembly of high-explosive missiles by remote control behind concrete barricades.

An announcement by the National Military Establishment disclosed last week that television cameras were in use at seven Army Ordnance ammunition disassembly plants and six more were being prepared for their use.

The camera is focused for a close-up of the work under way. It would be the only casualty in case of an explosion at that point.

These were listed at the annual meeting last week in Washington of the Acoustical Society of America, by Dr. Harry F. Olson of the Radio Corporation of America.

He said there are 35 million telephones, 10 million public address systems, 25 million phonographs, 80 million radio sets and 1 million television sets.

Stewart-Warner Corporation - March quarter: Net profit, $404,292 or 31 cents a share, compared with $902,094 or 70 cents a share, last year.

The first Westinghouse television console with a sixteen-inch picture tube features a novel picture tube mounting to assure a wide-angled view of the 126-square-inch viewing screen at eye-level and to maintain cabinet symmetry.

"Most large picture television console cabinets are thrown out of proportion because of the increased depty dimension necessary to accommodate the 22-inch long video tube", J. F. Walsh, Sales Manager of the Home Radio Division, said. "Our designers have avoided this unbalance by installing the tube vertically in the console on a special mount so that the large screen can be rotated manually into a vertical position."

Dumont's television station WTTG, which had been transmitting from the Harrington Hotel in Washington, D. C., has started using its new transmitter in Arlington.

WTTG is using a temporary low-power transmitter until the main transmitter equipment can be set up in Arlington. The move will take about a week.

Most video set owners should have aerials readjusted, engineers advise. But owners of sets with portable aerials need only tune to the WTTG channel, then rotate the aerial base until they get the best image.

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Radio — Television — FM — Communications

2400 California Street, N. W. Washington 8, D. C.

Robert D. Heinl, *Editor*

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No. 1875

May 18, 1949

SENATE SEEN SURE TO O.K. NEW U.S. RADIO, TV LAB; WORLD'S FINEST

Despite the delay occasioned by the bill having been introduced by Senator Wallace White (R), of Maine, just before the adjournment of the last Congress, it is believed since the measure has been re-introduced by Senator Edwin Johnson (D), of Colorado, Chairman of the Senate Interstate Commerce Committee it will not be long now until things really begin taking shape to provide Uncle Sam with the world's finest radio, radar and television laboratory. Senator Johnson's bill, which is the same as Senator White's, provides for an appropriation of $4,475,000 as a starter for the structure and apparatus to be an addition to the Central Radio Propagation Laboratory at the National Bureau of Standards in Washington.

An identical bill has been introduced in the House by Representative Robert Crosser (D), of Ohio, Chairman of the House Interstate Commerce Committee and has the endorsement of the Federal Works Agency, Federal Communications Commission and National Military Establishment, including its Research and Development Board.

The security of Washington as location for a proposed radio research laboratory was questioned by the Senate Commerce Committee. Senator Brewster (R), of Maine, said the project should be in a low-population area where there is less chance of details about the highly secret work leaking out.

The laboratory tentatively would be set up at the Bureau of Standards, where guided-missile techniques and other factors of electronics would be studied.

Activities of the Central Radio Propagation Laboratory now are scattered among four different buildings at the Bureau of Standards, with some functions carried on at three locations in Virginia, and Maryland. A centralization of these activities is contemplated under the pending plan.

One of the purposes of the Central Radio Propagation Laboratory setup in its present "inadequate" building in 1918, is to provide experimental and theoretical work on radio standards, measurements and radio propagation.

Another announced purpose is radio research and information service to the public and to the Government, including periodic forecasts of conditions affecting radio transmission and reception.

Such information, advisors said, was of particular value to commercial air lines and of "vital importance" to the armed forces and to the development of defense weapons.

Another purpose of the new building, the cost of which will surely soar above $5,000,000, will be to provide a single structure to take care not only of the present personnel but to the fast growing technical staff which will be enlarged by more than 100 people within the next year or so.

William C. Foster, Acting Secretary of Commerce, stated to the Senate Committee:

"The proposed new laboratory would have a total of 1,700,000 cubic feet distributed as follows: 629,000 for measurement standards research, development, and testing work, with special facilities such as screened rooms, development shops, space on the roof for measurements free from wall reflections, and full development laboratory facilities; 280,000 for all the radio propagation data coordination, centralization, analysis, predictions, publication, and information services; 280,000 for basic research and analysis of propagation phenomena at all frequencies, including work on utilization of frequencies and special frequency allocation studies; 435,000 for experimental propagation research and development, carrying on the work that has been done by other agencies during the war and which made the United States a leader in the field, and 76,000 for administrative activities.

"This laboratory building will require a number of special features which will materially increase the cost of the structure over the average office building of this size. It will be necessary to shield electrostatically approximately one-third of the area of the building above the ground in order to protect the low power measurements from the large fields created by some of the other activities in the building and elsewhere on the Bureau grounds. These rooms would require local temperature and humidity controls in addition to the general air conditioning of the entire building.

"Another special feature of the building is the necessity for a copper roof. Since an antenna transmits not only the direct waves but also a mirror image of this direct wave reflected from the ground beneath, this ground must be of highly conductive material. It will be necessary to cover the copper roof with a protective tile wearing surface because there will be considerable laboratory activity on the roof. This places additional weight on the roof, requiring that the total structure be strengthened all the way to the basement. Because much heavy equipment will be carried to the roof, it will be necessary for the freight elevator to extend an extra floor.

"In the subbasement vaults will be installed with special air-conditioning and temperature-control equipment to house the crystal clocks which are the basis of the national primary standards of frequency.

"On the basis of the present level of construction cost, it is estimated that the radio laboratory building will cost $4,475,000, of which $4,115,000 is the cost of construction and installation of utilities and $360,000 is the cost of equipment. In view of anticipated fluctuations in construction costs, it is difficult to know exactly what the actual cost at the time of construction will be. A limit of cost determined by the prevailing price might prove excessive or inadequate when the construction contract is finally negotiated."

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PEG AGAIN THROWS BRICKBATS AT ELMER, FDR, OTHER OLD FRIENDS

Not heard from lately on his favorite subjects of commentator Elmer Davis, the Federal Communications Commission, and the late Franklin D. Roosevelt, Westbrook Pegler made up for lost time last week. Mr. Pegler in his letter distributed to a large number of newspapers by the King Features Syndicate, wrote, in part:

"The School of Journalism of the University of Missouri invited Elmer Davis, a 'radio news analyst', to lecture the students during journalism week. Such an invitation implies that the person so honored is a man or woman of distinction in some department of journalism.

"To say that Davis, as a reporter, ever rose to the peak of mediocrity except in rare flashes of inspiration would be to burlesque the facts and subject his work to cruel and unnecessary inspection.

"In ancient days he did the 'humorous side' of the World Series for the New York Times and the fact that he did it superbly, for the Times, will convey to knowing journalists a suggestion of the stilted roguishness of an English comedian talking American slang.

"He next appeared as a radio 'analyst' and had a remarkable success which was due almost entirely to the crackle of his vocal cords, and not the virtue of his text.

"Davis spoke in a crackling voice which sounded like a brush fire and in an indifferent way which intimated that he didn't give a darn what anyone thought of the news or of him. It was artful medicine.

"But when this country got into war, Davis became Chief of the Office of War Information, a propaganda bureau of such awful cynicism that the American people were stunned by its effrontery, although a few ethical journalists made token protests for the record.

"The OWI became a hideout for privileged, intellectual, New Deal cowards and Communists. To justify the use of the Communists, explanations came now and again that they were experts of the suavest guile in angling news and songs for the ear of the captive millions back of the Siegfried line.

"Be that as it may, and it was not necessarily so, Davis achieved his only distinction as master of a crew of unconscionable deceivers whose avowed and principal purpose was to manipulate information for the Roosevelt administration which brought the OWI into being for its own purposes.

"The undergraduates of Missouri are too young and short of experience to have known what sort of fellow this was who had the effrontery to speak on 'Reporters and Prophets' and to say that the four 'prime qualities' of a reporter are industry, knowledge, common sense and humility.

"To be sure, industry is admirable and the next two virtues are all right. But humility is no asset to a reporter who has just been told by F. D. Roosevelt to go stand in a corner under a dunce-cap or who has just been handed an iron cross.

"Humility was the trait that all that tireless cult of New Deal corruptioneers most desired in reporters. The fact that they paid off the humble ones in news breaks and mock jobs for their dependents does no honor to Elmer Davis in adjuring the students to gutlessness.

"Actually, the school of journalism makes a mistake in teaching radio broadcasting as a form of journalism. It is a venal and captive means of communication without ethics or principles and the servant of the bureaucrats who happen to rule the Federal Communications Commission at the moment.

"The Commission has been a servant of the Roosevelt and Truman administrations ever since 1933. It has persecuted the few men of character who have tried to be truthful.

"All the while it has been controlled by the relentless power of the invisible government of the Frankfurter cult. Although many newspapers do own radio stations and do broadcast news bulletins, it cannot be said that radio is a legitimate relative of the profession of journalism.

"This incidental cohabitation implies neither degradation of the papers concerned nor uplift of the radio stations.

"All radio men must carry the yellow ticket of the FCC and in the case of Davis, late chief of the OWI, the professional separation from printed journalism is even more dramatic.

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BOOKSELLERS ASSN. PREXY DOESN'T SEE TV AS THREAT TO BOOK SALES

Television is no threat to the book business in the opinion of Robert B. Campbell, Los Angeles, President of the American Booksellers' Association, which met in Washington this week for a three-day convention. Eight hundred booksellers representing 48 States attended.

As a matter of fact, Mr. Campbell pointed out, a recent survey showed that television keeps people at home. While they are waiting for their favorite programs, they're very likely to pick up a book.

"When the movies first came in, they said it would eliminate the book business", Mr. Campbell said. "Then when they got the radio they said it would not only eliminate books, but teachers. If neither of them could do it separately, I don't think a combination of them will. There's no reason why television and the book business can't work together."

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WAYNE COY, FCC HEAD, MENTIONED AS MON WALLGREN "SUCCESSOR"

When President Truman threw up the sponge in the fight with Senator Byrd of Virginia and the Dixiecrats and withdrew the name of his friend Mon C. Wallgren, as Chairman of the National Security Resources Board, there was some talk that he might name Wayne Coy, now the $10,000-a-year Chairman of the Federal Communications Commission. The job for which Wallgren was turned down pays $14,000 a year, and pending legislation would boost the figure to $20,000 a year.

For a long time Mr. Coy has been reported as leaving the FCC for something better financially claiming he was not able to support his family on the present salary.

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TRAMMELL SEEKS TO STRENGTHEN CHICAGO AS A TELEVISION CENTER

Niles Trammell, President of the National Broadcasting Company, soft spoken Georgian who came into radio fame by way of Chicago where for years he was head of the NBC works, let it be known this week that plans were under way to make Chicago a television center. Mr. Trammell announced the start of construction of a new television studio in Chicago as the first step by the network in expanding television facilities there.

"Chicago, which has played such an important role in the building of broadcasting in this country, will continue its importance in radio broadcasting and will become increasingly important as a center of television production", Mr. Trammell said. His announcement was interpreted by the New York Times as dispelling rumors that NBC intended to de-emphasize Chicago as a radio and television center.

In a more immediate future, Mr. Trammell revealed that NBC officials were considering the possibility of moving some of the network's radio sustaining programs to Chicago to relieve the excessive pressure on New York studios. The new Chicago television studios and other existing facilities there will ultimately be used to feed television programs east when westbound cables from New York are tied up", he said.

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NEW LIGHTWEIGHT TV PORTABLE TRANSMITTER PLEASES BRITISH

London reports an improved radio-link has been developed to transmit television pictures from the cameras to Alexandra Palace for broadcast. This equipment, which works on the extremely short wavelength of 4-1/2 centimetres, is now being tested, and exceptionally clear pictures free from all interference are at present being received over a distance of seven miles. There seems to be no reason why equally good results should not be possible at ranges of twenty miles, or even further. At these extremely short wavelengths, the aerial can be made to concentrate the radio waves into a very narrow beam, rather as a searchlight does. The transmitting and receiving apparatus is light and easy to carry.

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LYNNE M. LAMM, PIONEER RADIO WRITER, FRIEND OF HOOVER, PASSES

Years ago a newspaper man covering the Commerce Department had to write something on the subject of radio. He said to Lynne M. Lamm, one of the first radio news writers in this country, who died last week:

"I'm going to get a book and try to find out what this radio stuff is all about."

"Why bother with a book", Lamm replied."If you want to know anything, all you have to do is to ask Terrell."

He referred to W. D. Terrell, first radio inspector in the United States who, along with Secretary of Commerce Herbert Hoover and a few clerks, were doing the work that the thousands in the Federal Communications Commission are now engaged in. Radio came under control of the Commerce Department through wireless on ships, and for years before there was a Radio Commission or a law, Hoover, Terrell and their little group grappled with the problem of its development.

Mr. Lamm became a close friend and personal adviser of Secretary Hoover and was one of a group of business paper editors who attended the regular "Hoover Dinners" at which the Secretary interpreted the effect of governmental activity on business. These sessions are credited with having been most helpful in Mr. Hoover's progress towards the White House.

And to show that he had not forgotten his old friend, ex-President Hoover wrote to Mr. Lamm only a few weeks ago to express regret at the latter's illness.

Mr. Lamm was also an adviser of ex-Senator Wallace White (R), of Maine, during the framing of the original radio act and the present communication law.

Lamm covered the news of the original Federal Radio Commission, the Chairman of which was Admiral W.H.G. Bullard, who suggested the organization of the Radio Corporation of America to keep certain valuable basic radio patents in the United States. Lamm also attended the memorable dinner given in New York to Marconi, inventor of radio by David Sarnoff and the RCA on Marconi's last visit.

He was also a friend of Averell Harriman, Secretary of Commerce, who gave him a perpetual fishing permit on the great Harriman Bear Mountain Park estate in New York.

Mr. Lamm was invited to join the Taishoff-Codel combination when Broadcasting was organized and for years served as Capitol correspondent for the National Association of Broadcasters' Bulletin.

During World War I, while serving as correspondent for a number of industrial periodicals, he became a close acquaintance of Bernard M. Baruch, then a member and later Director of the War Industries Board.

A native of Philadelphia, Mr. Lamm came to Washington as a young man, subsequently joining The Washington Post. He was in charge of the paper's real estate section for several years.

Mr. Lamm was a member of the Senate and House Press Galleries and of the White House Correspondents' Association. He had been a member of the National Press Club since 1912.

He was graduated from Manor School at Schippen Point, Conn., and attended Friends School in Washington. He was a member of First Church of Christ, Scientist, 1770 Euclid Street, N.W.

In 1913, he married Miss Edna Wakeham of Old Greenwich, Connecticut.

Besides his wife, Mr. Lamm is survived by his mother, Mrs. Dollie M. Lamm, and a son Donald, of the State Department, who was with Ambassador Joseph Grew in Tokyo when war broke with Japan and is now in the U. S. Consular Service stationed at Canberra, Australia.

R.D.H.

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TV WATCHES ITS STEP ABOUT USING ASCAP AFTER JUNE 1

Television listeners will hear little or no music controlled by the American Society of Composers, Authors and Publishers after this week on programs which are kinescoped for delayed showings on stations not connected by coaxial cable.

Since such programs, in many cases, are not shown until two weeks after the original performance, networks are playing safe and not scheduling ASCAP tunes in preparation for the eventuality that the agreement between the groups may expire on June 1, the New York Times explains. Local programs, of course, will continue to use ASCAP music up to the deadline.

Negotiations between the Television Music Committee of the National Association of Broadcasters and ASCAP were broken off on May 6. Meanwhile, representatives of the television networks and ASCAP met this week in Columbia Broadcasting System offices to discuss the negotiation of independent licensing arrangements.

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BELL SYSTEM TO DOUBLE NUMBER OF TV CHANNELS IN 1949

In 1949 the Bell System will double the number of miles of television network channels now available and will bring its network service to 13 additional cities, according to the Long Lines Department of the American Telephone and Telegraph Company. By the end of this year there will be some 8,200 miles of television channels in operation, spread over a Bell System inter-city network which will then extend 2,850 miles and link 27 cities.

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NAB ADDS BROADCASTING AD BUREAU; MAURICE MITCHELL ITS NEW HEAD

A national Broadcast Advertising Bureau, designed to intensify promotion of broadcasting as a selling medium, was launched in Washington last week.

Director of the BAB will be Maurice B. Mitchell, for the past six months Director of the NAB Department of Broadcast Advertising.

With a budget three times as large as that employed by the old Department, Mr. Mitchell has been authorized to expand personnel and locate quarters in New York immediately.

The Bureau will be organized officially June 1, and at that time will supersede the Department of Broadcast Advertising. The latter has been one of the seven departments of the National Association of Broadcasters.

The new and enlarged Bureau, operating under policy direction of a special Board Committee and NAB management, will be located in New York.

The following general statement of principles was adopted for BAB's guidance:

"The Broadcast Advertising Bureau's purposes are:

a. To promote the superior advantages of broadcasting as an advertising medium.

b. To conduct a continuing educational campaign designed to improve the techniques of selling broadcast advertising.

c. To expand the use of broadcasting as a medium for selling services and merchandise.

d. To advance the profession of advertising generally as an essential part of our free enterprise economy."

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EX-SEN. WALLACE WHITE REPORTED RECOVERING FROM HEART ATTACK

Stricken last week with a serious heart attack and for several days on the critical list, former Senator Wallace H. White (R), of Maine, co-author of the present Communications Act, was reported by Dr. Paul Dickens as now out of the oxygen tent and steadily recovering.

Senator White, who is 71 years old, and was the dean of radio legislation in the Senate, is at George Washington University Hospital in Washington.

Only last Thursday night he was guest of honor at a dinner given by NAB President Justin Miller at which a plaque was presented to the Senator in recognition of his service to radio.

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Advance Release PMs Thursday, May 19

"SIX MILLION TV SETS BY 1951" - RMA PRESIDENT BALCOM

By 1951 there will be six million television receivers in operation in the United States, President Max F. Balcom of the Radio Manufacturers' Association said today in his annual report to members at the Stevens Hotel.

Speaking at the annual RMA membership luncheon toward the close of the "Silver Anniversary" convention of the Association, Mr. Balcom predicted that two million or more TV sets will be produced this year on top of a previous total industry output of about 1,200,000 television receivers of which nearly one million were manufactured last year.

While noting the recent decline in radio receiver production, Mr. Balcom said he does not share the belief that "radio is doomed".

"Rather, I feel confident that even with an assured and tremendous increase in television in the near future", he added, "radio will continue to provide a service for home entertainment indefinitely, especially so in the areas which, for technical and other reasons, cannot be reached by television in the near future."

The RMA president thanked Chairman Wayne Coy of the Federal Communications Commission for his "clarification of the issues involved in the proposed expansion of television broadcasting and his assurance to the public that TV service on the present VHF channels will not be disturbed and that consequently television receivers bought today will continue to give good service for many years to come.

"We recognize that extension of television service on a national basis to provide a maximum of service, impossible in the present limited lower frequencies, is necessary and we hope it will come in the very near future", Mr. Balcom continued. "However, neither transmitters, tubes, nor receivers for the future UHF, or ultra high frequency bands, in which the normal future extension of television service will appear, are now much beyond the laboratory and experimental stage and not probable for wide commercial or public application for at least several years."

"In addition to television, industry production of FM receivers also has rapidly increased for this new and better type of broadcasting reception. FM has been, of course, out-paced in public acceptance by television, but the future possibilities of FM, enhanced by the public acquaintance of television in which it is now largely used, offer large possibilities, but it is recognized, with difficult problems for our associates in FM broadcasting. There have been substantial price reductions recently both for FM and television receivers, to the benefit of the public and its increasing enjoyment of these two new public services."

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G.E. INTRODUCES ITS LOWEST PRICED TELEVISION SETS

The lowest-priced table television receiver yet made by General Electric with a 12-1/2 inch picture tube, and the first G.E. consolette to use the same size tube, feature additions to the company's television line being made at Electronics Park, Syracuse, New York.

The new table set (Model 821) carries a suggested consumer's price of $369.95 in the east, as compared with the previous receiver of this kind which listed for $399.95, according to Walter M. Skillman, Manager of Receiver Division Sales for G. E. The consolette (Model 817) will list in the east for $399.95, he said. Both sets, in hand-rubbed genuine mahogany veneer cabinets, also will be available in blond cabinets at slightly higher prices. Shipments are being made to distributors.

A feature of the new sets, in addition to price, is the company's "Daylight" picture tube which, Mr. Skillman explained, produces a picture 80 per cent brighter than conventional tubes operating under the same conditions. The consolette also features swivel sleeve roller casters concealed in the cabinet base to enable easy moving of the set about the room for appearance or viewing purposes.

The new receivers have the same chassis, with 17 tubes, one high-voltage tube-type and two selenium rectifiers in addition to the picture tube.

A separate circuit for each of the 12 active television channels insures the best possible reception of each signal merely by rotating the selector to the desired channel, Mr. Skillman said.

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DEMOCRATS COMPLAIN TO FCC RE CBS DEWEY SPEED REFUSAL

Paul E. Fitzpatrick, Democratic State Chairman, this week filed with Wayne Coy, Chairman of the Federal Communications Commission, a formal complaint against the Columbia Broadcasting System for its refusal to provide the Democratic party of New York State with equal time and facilities to answer an address made over the State CBS network by Governor Dewey on May 2.

CBS held that Governor Dewey spoke in his capacity of chief executive in a report to the people of the State and not as a candidate for office, a nd therefore time for a reply was not indicated.

Saying that he regarded the Governor's speech as political, Mr. Fitzpatrick declared in a letter to Mr. Coy that the Governor's address contained at least seven statements of a controversial nature and one false statement detrimental to the Democratic party.

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AMOS 'N' ANDY SUED FOR $300,000 FOR CHANGING TO COLUMBIA

William Morris agency filed Federal suit last week against the radio team of Amos 'n' Andy for a lump sum of $300,000 or $1,100 a week for seven years. Agency claims that the two had no right to switch from NBC to CBS at a sale income to themselves of $2,000,000 since there was a prior contract between Morris and the pair.

Amos 'n' Andy contend that their contract with Morris had expired prior to their new deal with CBS and thus there was no hold on their services legally.

Agency contends that they would have earned $1,100 a week for the continuation of Amos 'n' Andy services for sponsor Lever Bros. They further claim that the blackface team broke their contract with Lever, sold themselves to CBS who, in turn, arranged for Lever Bros. to sponsor them on the network. Morris requests a decision now on whether they are or are not entitled to the commission which would have come to them under the original manner of agreement between Amos 'n' Andy and Lever.

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CBS PAID ARTHUR GODFREY $440,514 LAST YEAR

Arthur Godfrey, radio and television star, was paid $440,514 last year by the Columbia Broadcasting System, reports to the Securities and Exchange Commission disclosed Tuesday. CBS broke down its payments to Godfrey as follows: As a "radio artist" $258,450 and $182,064.65 for "program services" and royalties on phonograph records.

The funnyman master of ceremonies topped the list of salaries paid performers by the network. News Commentator Lowell Thomas, however, was a close second with $420,300. The salary figures showed CBS' President Frank Stanton, was paid $109,798.

All payments for services included in the report cover income before taxes, SEC noted.

The American Broadcasting Co., whose report also was made available, paid its top performer $180,229. The sum went to Don McNeill, star of the "Breakfast Club" program. Paul Whiteman, ABC's musical director and vice president, received $145,316, while Mark Woods, the network's president, was paid $75,000.

The National Broadcasting Co. and Mutual Broadcasting System reports have not yet been filed with SEC.

Other high-salaried CBS personnel included: John Reed King, announcer-producer, $95,795; Tom Howard, comedian-writer, $218,751; Ed Sullivan, commentator and master of ceremonies, $53,550; Frank Cooper Associates, $165,275.

ABC paid radio artist F. Allen Russel $79,350; Commentator H. R. Baukage, $32,233; Cal Tinney, $20,800; Margaret Lynch, $62,549; Allen Funt, $78,625; and Ed and Pegeen Fitzgerald, $57,969.

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PHILCO QUARTERLY SALES OFF $5,655,000

Sales of Philco Corporation in the first quarter of 1949 were $53,006,000 as compared with $58,661,000 in the first quarter a year ago, it was announced last Friday by William Balderston, President.

Net income in the first quarter this year was $915,000 and was equivalent, after preferred dividends, to 49 cents per common share on the 1,678,779 shares outstanding on March 31, 1949.

In the first quarter a year ago, net income totaled $1,959,000 after tax-paid reserves of $600,000 for inventory and $185,000 for future research and development work. This was equivalent to $1.16 per common share on the 1,607,576 shares outstanding at the end of 1948, after preferred dividends.

"The sharp reduction in earnings in the first quarter of 1949 was the result of reduced television output while production was changed over to our new wide-screen models with expanded viewing area, the heavy costs absorbed in tooling up for and starting production of the entirely new 1949 line of refrigerators and freezers, and the more-than-seasonal decline in the radio business."

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RADIO CENSORSHIP WOULD HIT PRESS, PICTURES, NAB TELLS BALT. COURT

"Any restriction placed upon the medium of radio broadcasting, will, in effect, constitute a restriction on the communication of ideas whether aural, pictorial or printed", and a violation of the First and Fourteenth Amendments to the United States Constitution, the N ational Association of Broadcasters said in a brief filed as amicus curiae with the Court of Appeals of Maryland.

The brief, filed by NAB General Counsel Don Petty, is submitted in connection with an appeal from an order of the Criminal Court of Baltimore City.

The order held appellant radio stations and a news commentator guilty of contempt of court for violating Rule 904 of the Supreme Bench of Baltimore City for broadcasting news releases issued by the Baltimore Police Commissioner concerning the apprehension and confession of Eugene James, who was later arraigned and convicted of murder.

The NAB brief concludes that Rule 904 is unconstitutional because it violates the First and Fourteenth Amendments of the United States Constitution; that the publication of the facts in the cases did not constitute a clear and present danger to the administration of justice; and requested that the judgments and sentences of the lower court be reversed.

The Baltimore cases involve the Maryland Broadcasting Co., Station WITH; James P. Connolly, WITH news editor; Baltimore Broadcasting Corp., WCBM; The Baltimore Radio Show, Inc., WFBR.

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SCISSORS AND PASTE

Still No Date Set For Consideration Of Carson, FTC Nominee
(Marquis Childs in "Washington Post")

For 25 years in Washington John Carson nominated for the Federal Trade Commission has worked diligently and often effectively for social reform of a liberal-progressive nature.

He was assistant to the late Senator James Couzens, the Michigan motor millionaire who had surprisingly liberal convictions in view of his great wealth.* * * *

In 1937 he was appointed to the office of Consumers' Counsel of the National Bituminous Coal Commission. His work as defender of the consumer has been highly praised in a private study of the Commission, as yet unpublished.

Immediately upon Carson's nomination a smear campaign was directed against him. His public statements were combed over and remarks taken out of context to show that he held radical views and would be a threat to business on the Trade Commission.

What was not brought out was the fact that Carson is a faithful Roman Catholic. As the record shows, Carson has based his economic views largely on the encyclical of Pope Pius XI, called 'Quadragesimo Anno', and on the interpretations of that encyclical by the Rev. Wilfrid Parsons, S.J., professor of sociology and politics at Catholic University.

In housing, in rural electrification and in other fields where Government assistance is approved, Carson has repeatedly urged the cooperative solution. He has frankly expressed the view that cooperatives are the alternatives to some form of statism - communism or fascism.

In the attack on Carson it was said that he was named as a Republican to the bipartisan Federal Trade Commission. He was named as an independent and not as a Republican, and there are indications that President Truman intends to find such independents for all vacancies that, under the law, must be filled by appointees who are not Democrats.

The tipoff to the opposition came in a revealing remark in a release from the N ational Association of Manufacturers: "He (Carson) is energetic and would be expected to become very active as a member of the Federal Trade Commission in pushing investigations into business affairs." It just so happens that one of the chief functions of the FTC is to protect the consumer from monopolies and unfair trade practices.

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Kept Durr, Ex-FCC Commish, Pretty Well Sidetracked At Columbus
("Variety")

Slight temblor shaking the Columbus Institute ivory tower this year could be traced to remarks of Clifford J. Durr, erstwhile FCC Commissioner and now practicing law in Washington, during the General Session for which he acted as moderator. Possibly skittish about giving Durr too much free rein for expression of his Jeffersonian idealism, the Institute resolved the dilemma by assigning him to

a "safe" topic - the radio campaign against VD, apparently more respectable as parlor conversation this season than the civil liberties problems Durr had on his mind.

Tall, stooped, mild, somewhat Lincolnesque in humor and demeanor, Durr was named a "life member" of the IER last year, and is a popular figure with educators. As one of them pointed out, he was virtually the sole participant of this year's meet who dared kick the IER ostrich in the tail feathers.

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FCC Doesn't Get Excited About Long Distance TV Bounces
("Washington Star")

You may get momentary flashes of a good television show from a Texas station, but you can't get Federal Communications Commission engineers excited about it.

"Pshaw", they'll pshaw, "it is merely reception refracted from the troposphere."

Actually, FCC has had reports of television reception from unheard-of distances, such as the letter from a doctor in Lancaster, Pa., who wanted to know where Station KLEE was telecasting. The station is located in Houston, Tex.

The normal range of television is about 50 miles - or to the horizon.

In scattered instances Washington receivers have picked up clear, but brief, images from stations hundreds of miles away, the FCC's engineers said, but "it is fluke transmission."

The long-distance bounce of signals may result from a cloud formation 1 or 2 miles up which shoves the impulses back to earth again. Then again it could also be "a wave guide trap", in which the signals, instead of being absorbed, bounce back and forth "like they're in a barrel", one engineer explained.

Wartime radar picked up many such freak receptions, when a ship or plane's radar screen would pick up a coast line thousands of miles away.

The FCC is stirred only a little by such reports, particularly when its engineers recall a little radio mixup some time ago. The Civil Aeronautics Administration complained to FCC of interference with safety radio systems in aircraft on the West Coast.

Monitors finally traced the interference to Pottstown, Pa., where a furniture factory was using an electronic device to dry glue.

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Courts Might Whack Giveaways; Public Interest Continues
("Variety")

The Federal Communications Commission proposal to abolish giveaways would have tough sledding in the courts on the basis of lottery law violation, but might well be justified on broad considerations of "public interest", according to an article just published in the Law Journal of Georgetown University.

Written by Leonard Marks, Washington radio attorney and a former Assistant General Counsel of the FCC, the article declares that "ample justification exists" for banning the giveaways on public policy grounds, "despite the absence of formal requirements to meet the strict legal lottery tests."

(Continued on Page 16)

::: TRADE NOTES :::

A new emergency use was found for radio in the Holland Tunnel explosion in New York. An early fear was that the tube might collapse and allow the water from the North River to pour in.

Quick thinking caused a radio message to be sent to the Fireboat "New Yorker" at the B attery to patrol that part of the river just over the tube and watch for air bubbles on the water's surface which would be the first indication that the tube was leaking.

Fred E. Ahlert, President of the American Society of Composers, and Rodgers and Hammerstein, composers and authors of "South Pacific", New York smash hit,"Oklahoma", etc., will be luncheon guests at the National PressClub in Washington, Thursday, May 24th.

Distributors in Columbus, O., state they have moved 1,667 television sets to dealers in a 19 day period, bringing to 5,391 the total number of sets moved to retail outlets by May 2.

The rapid growth in the number of television sets was between April 13 when 3,724 sets were reported, and the May 2 figure of 5,391 sets.

An estimated 400,000 radio receivers were sold in Australia during 1948. Approximately two-thirds of the number sold were for replacement. Licensed radio receivers in use numbered 1,755,570 on December 31, 1948.

A total of 500 workers have been added to its payroll in the past ninety days by the Tele-tone Radio Corporation, which estimates that an additional300 to 400 persons will be put on the assembly lines in New York within the next few months.

The Garod Electronics Corp., of Brooklyn, announced Monday a new line of low priced television sets, including a table model with 16-inch tube and 135 square inches of picture for $349.95.

Other sets representing new lows in the company's line included a 10-inch table model with 61 square inches of pictures for $199.95 and a 12-1/2 inch set with 91 square inch screen for $239.95.

The Columbia Broadcasting System's television network was increased to 39 stations last week with the signing of WMBR-TV, Jacksonville, Fla., as a full primary affiliate.

Production of radio receivers in Argentina during 1948 was estimated at 150,000 sets by the Department of Commerce. Approximately 1,600,000 radio receivers are in use.

C. E. Arney, Jr., NAB Secretary-Treasurer, has been appointed Secretary to the 1949 Committee on Radio Broadcasting of the Advisory Council on Federal Reports, the National Association of Broadcasters announced Tuesday (May 17).

The Committee is charged with advising the Bureau of the Budget on reporting procedures, mainly Federal Communications Commis-

sion questionnaires, issued to radio and television stations and to make recommendations towards the simplification, consolidation and improvement of such reporting.

If the Federal Communications Commission approves the sale, the World Publishing Co., publisher of the Omaha (Neb.) World-Herald, will dispose of its radio properties in the near future.

Robert H. Sorz and son, Todd, have made a substantial offer for KOWH and KOAD, it was announced this week. KOWH, originally WAAW, was the first radio station in Omaha. It is a 500-watt daylight operation and is managed by B. C. Corrigan, formerly on the newspaper's advertising staff.

KOAD, an FM outlet with 70,000 watts power, has been on the air nearly two years. It was Nebraska's first frequency modulation station.

The four-and-half-hour broadcast of Wagner's "Tristan Und Isolde", planned for May 28 in London, has been cancelled after a difference over the fee payable to the musicians. A later broadcast of "The Ring" also has been called off, a dispatch to the New York Times states, and, unless an agreement is reached between the British Broadcasting Corporation and the musicians union, other opera broadcasts from Covent Garden may be affected.

Under an agreement reached only last week, each musician was to receive 25 shillings ($25) for each outside relay. The union asserts the fee is for a period of three hours only, while BBC contends that it is for the whole relay. For the "Tristan" broadcast, the union put in a claim for two fees which BBC viewed as a departure from the agreement and canceled the broadcast.

Dick: Who was that on the phone, Mr. Jones?
Spike: Jimmy Petrillo. He called about our dues.
Dick: But we've already paid our dues.
Spike: I know. He heard us play and he wants to give us our money back.

- CBS' "Spike Jones Show"

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(Continued from Page 14 - "Courts Might Whack Giveaways; Public Interest Continues"

Voluntary industry action won't solve the problem of giveaway programs, Marks believes, noting that the code of the National Association of Broadcasters which discourages the shows is not observed and cannot be enforced. It is up to the FCC, he says, to determine under its responsibility to guard the public interest "Whether or not giveaways shall be added to the already condemned fortune telling, astrological, metaphysical and medical advice programs."

But before the Commission takes action, Marks advises, it should carefully consider the argument that the old time cure-all programs involved an element of fraud while giveaways are at worst bad entertainment, "an attempt to buy the audience", or conducive to family discord. "Cannot similar comments be made about soap operas", he asks, "which admittedly enjoy a wide popularity with women listeners? If soap operas are outlawed, would this be an arbitrary and capricious action?"

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Radio — Television — FM — Communications

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Robert D. Heinl, *Editor*

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No. 1876

May 25, 1949

A FAST ONE THE COMPOSERS PUT OVER ON THE BROADCASTERS

The appearance at the National Press Club in Washington Tuesday (May 24) of Fred E. Ahlert, President of the American Society of Composers, and Rodgers and Hammerstein, composer and author of the season's Broadway smash hit "South Pacific", "Oklahoma" and others, recalls one of the most outstanding pieces of political strategy in the history of radio. It was more than thirty years ago and is especially timely now because then the Composers had made their first demands for compensation for the use of their music by the Broadcasters just as ASCAP is today having its first clash with the National Association of Broadcasters over music in television.

The story dates back to about 1916 when Gene Buck was President of ASCAP. A bill was up in Congress to revise the Copyright Act to include payment of royalty to composers by broadcasters. The coup d'etat came the night before the hearings on the bill. Without any advance publicity, the Composers gave a dinner at the National Press Club in Washington to which everybody on Capitol Hill who had anything to do with the Copyright Bill was invited. This included not only the members of the Senate and House Committees but the newspaper men who were to cover the hearing.

And the dinner was only the beginning. Following it was one of the most memorable entertainments ever put on in the Press Club. Practically every famous songwriter of that day took part in the program.

Heading the all-star cast was Gene Buck making what was probably his first appearance in Washington, who acted as master of ceremonies. Among those Gene introduced, who played or sang their latest hits, were such celebrities as George Gershwin, of famed "Rhapsody in Blue", and subsequently "Porgy and Bess"; Irving Berlin, already well up in his meteoric career; Jerome Kern, composer of "Show Boat"; Rudolf Friml, "Rose Marie"; Charles K. Harris "After The Ball"; Raymond Hubbell, "Poor Butterfly"; Harry von Tilzer, "In The Shade Of The Old Apple Tree", and Gus Edwards, "School Days", who later was to sing for the first time George M. Cohan's "Over There". This was at the beginning of World War I at Fort Myer.

At the Press Club ASCAP night a song writer playing his own accompaniment seemed to this writer to have had too many drinks. Nevertheless, his singing of "On The Road To Mandalay" was the most thrilling event of the entire evening. At one time swaying back and forth, it seemed as if he would fall off the piano stool. Friends reached up to catch him if he did. What a superb performance it was those in the audience realized at the dramatic conclusion, when amid a storm of applause, the singer arose and bowed - sober as a judge. He hadn't had a drink. The man who had so completely thrown himself into the character in the song was none other than Oley Speaks, who had written the music to Kipling's unforgettable "On The Road To Mandalay."

An amusing incident was recalled by Franklin L. Fisher, now Chief of the Illustrations Division of the National Geographic Magazine, who was Chairman of the Press Club Entertainment Committee that night. It was the habit Silvio Hein, Secretary of the Composers, had of putting his lighted cigarette behind his ear when playing an accompaniment for some singer, as he frequently did.

A funny thing happened as the Composers entered the Club and the U. S. Marine Band orchestra struck up a popular tune of the day.

Victor Herbert apparently heard it first and exclaimed to John Philip Sousa:

"John, are they trying to insult us?"

What had happened was that the Marine Band, unintentionally of course, played "Three O'Clock In The Morning", the writer of which was about the only composer who claimed radio had been helpful to him, in fact, had lined up with the opposition by maintaining that broadcasting had made his song a hit almost over night.

Where the Composers showed themselves to be so politically astute was that not one word was said during the entire evening about why they had come to Washington or about the proposed copyright bill.

After such a night of entertainment we'll leave it to the reader's imagination what happened at the Congressional Hearing the next morning. It was said to have been one of the best jobs of lobbying Washington has ever seen before or since, causing someone to remark, insofar as the broadcasters were concerned, "Gene Buck and the Composers surely ante-dated Petrillo that night."

R.D.H.

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RADIO, NEWSMEN, SEN. PEPPER'S BRO., ON FLORIDA PAYROLLS

A radio station manager and two free lance radio news commentators are on the Florida State payroll and two newspaper columnists recently have drawn State money for special services, James A. Clendinen, State news editor of the Tampa Morning Tribune, said Capitol records showed.

Clendinen wrote "There may be others in radio or newspaper work also collecting State pay checks." He said records show the following on State payrolls:

Frank Pepper, General Manager of radio station WRHP in Tallahassee, $150 a month plus traveling expenses. He is a brother of United States Senator Claude Pepper.

Carl R. Gray, Mayor of Panama City and former State Senator, Florida radio hookup, $250 a month. Kenneth Ballinger, Tallahassee attorney and President of the Tallahassee Chamber of Commerce, commentator on radio station WRHP, $250 a month. And others were mentioned.

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TRUMAN HAILS RMA "SILVER JUBILEE"; COSGROVE NEW RMA HEAD

President Truman extended greetings to the Radio Manufacturers' Association on its "Silver Anniversary" at the All-Industry Banquet in Chicago last week, in a letter addressed to President Max F. Balcom. The text of his letter follows:

"My dear Mr. Balcom:

Please extend my congratulations and good wishes to the officers and directors of the Radio Manufacturers' Association on the occasion of the all-industry banquet in observance of the silver anniversary of the association.

The radio manufacturing industry during the past quarter of a century has become one of our foremost industries both in war and peace.

Its contribution toward the winning of World War II, through the production of $10.7 billion worth of electronic and communications equipment, was outstanding.

Long before the last war, radio had become an integral part of our daily life in America, and today television seems likely to repeat radio's performance.

The radio and television industry is a potent force also in our free enterprise economy, providing employment to thousands of technicians, both in factories and in the service trades, and to many more thousands in the retail and wholesale trades.

With my best wishes to you all, I am,

Very sincerely yours,

Harry S. Truman"

Raymond C. Cosgrove, Executive Vice President of the Avco Manufacturing Corp., of Cincinnati, who served RMA as president for three consecutive years, 1944 to 1947, will again direct the activities of the Association as it begins its 26th year. He was recalled to industry service by the RMA Board of Directors for a fourth term on the final day of the "Silver Anniversary" convention last week.

President Cosgrove, who headed RMA during wartime and the postwar reconversion period, succeeds Mr. Balcom, Vice President of Sylvania Electric Products, Inc., Emporium, Pa., who declined to be a candidate for re-election following two years as RMA president.

The All-Industry Banquet, attended by more than 1,225 radio manufacturers, jobbers on hand for the Radio Parts Trade Show, and guests, climaxed RMA's "Silver Anniversary" convention Thursday evening, May 19, following a Membership Luncheon which was addressed by retiring President Balcom and Senator Homer E. Capehart (R), of Indiana.

Five new RMA Directors were elected by their respective divisions at membership meetings on Thursday of last week, and Mr. Cosgrove was returned to the Board, succeeding John W. Craig, Vice-President and General Manager of the Crosley Division, Avco Manufacturing Corp. Nine other Directors were re-elected.

The newly-elected Directors are: J. B. Elliott, Vice President of the RCA Victor Division, Camden, N. J.; W. J. Halligan, President of the Hallicrafters Co., Chicago; and Richard A. O'Connor, President of the Magnavox Co., Fort Wayne, Ind., all representing the Set Division; R. L. Triplett, President of the Triplett Electrical Instrument Co., Bluffton, Ohio, representing the Parts Division; and A. Liberman, President of Talk-A-Phone Co., Chicago, representing the Amplifier & Sound Equipment Division.

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CBS AD BRIBERY CHARGE AROUSES CALIFORNIA PUBLISHERS

An investigation into circumstances which have resulted in widely-circulated reports that an advertising campaign influenced California newspapers in their position on socialized medicine was under way this week.

The staff of the California Newspaper Publishers' Association received full approval of the association officers to ask for a Department of Justice inquiry which would provide a complete airing of the facts.

"When they say they can bribe the newspapers of California, I accept the challenge to battle", declared John B. Long, General Manager of CNPA.

Lowell Jessen, publisher of the Turlock (Calif.) Journal and CNPA president, told Editor & Publisher "The Association aim is to get after the facts behind the charges. No newspaper has been bought for any 100 inches of advertising."

He alluded to the accusation which has gained widespread repetition in recent months, especially following comment by Don Hollenbeck on his "CBS Views the Press" program in New York.

The March 28 issue of PR News, a letter published by Glen Griswold in New York City, gave nationwide circulation to this excerpt from Mr. Hollenbeck's broadcast several weeks earlier:

"A California delegate at a meeting of secretaries and editors of state medical associations contended that medicine never got a break from newspapers in the State because the doctors did not advertise.

"He related that the State association took space in 700 newspapers in California to promote the fight against socialized medicine. He did more than imply that those billings had influenced editorial attitudes. He said: 'We found that the response from editors in publicity has been far beyond anything we expected when we started the campaign.' That was his tribute to California editors and to editorial integrity."

PR News used the quotation to point up the damage done to the cause of public relations by "the recent AMA press experience." The editor commented: "Every little while, someone advertises his poor public relations judgment by open boasts of how he obtained free publicity in lieu of paid space, or influenced editorial attitudes by buying space."

Neither PR News nor Mr. Hollenbeck gave the source of the quotation and a preliminary checkup by CNPA executives and the AMA's PR firm, Whitaker & Baxter, failed to reveal it.

Clem Whitaker told E & P's Pacific Coast editor that he had demanded the source from Columbia Broadcasting System and had obtained no reply. He added that he had cancelled all radio time contracted with CBS and told the broadcasting officials no further time would be sought by any Whitaker & Baxter accounts until Mr. Hollenbeck's statement had been retracted.

In New York, Mr. Hollenbeck made available to Editor & Publisher his complete notes on the broadcast and the full quotation which was the basis for it.

According to Edward Scott, Mr. Hollenbeck's assistant who shaped the script, a doctor had called their attention to the transcript of discussion at the annual conference of Secretaries and Editors of Constituent State Medical Associations in the March 1, 1947 issue of the American Medical Journal, official AMA publication.

John Hunton of California was quoted as saying at the Conference:

"The question of newspaper advertising has been met in California. At present the California Medical Association is expending about $100,000 a year in newspaper advertising. It is being done on an organization basis, and it is being done in a series of community pre-payment plans in the State.

"We have found that when we run a piece of copy 20 inches by 4-columns we can generally count on about twice that much copy being run by local merchants who pick the copy up later, put it over their own signature and compliment the California Committee for Voluntary Health Insurance on putting on a drive in that county.

"The most popular source of support in that has been from the druggists. The druggists of one community after another have followed up that advertising, some times taking our own mats, cutting out our name, and putting in their own. . .

"We have 700 newspapers, a great many of them small weeklies. Never before have we been able to get real support from the newspapers because the answer constantly comesback 'Why should we give the doctors any support when they don't advertise and chiropractors do?'

"We now have an answer to that. When we started our campaign we went to the California Newspaper Publishers' Association and said: 'Gentlemen, we are going to spend a lot of money with the newspapers. We are going to advertise in every one of the 700 newspapers in California.'

"Eath of the 700 papers in the State is receiving a minimum of 100 column inches of advertising in a period of 12 months. We have found the response from editors, in publicity, has been far beyond anything that we expected when we started the campaign."

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COAXIAL CABLE SOON TO RUN 12,000 MILES FOR PHONE, TELEVISION

Twenty years ago, two Bell Telephone Laboratories researchers - then deep in the problem of trying to find how to make the wires strung on poles about the country carry more phone conversations without putting up more wires - filed a patent for a strange new device that might do the trick.

For want of a more descriptive name, it was called a "coaxial cable".

Today, the modern version of the coaxial cable represents a $100,000,000 project of the Bell System. Twelve thousand miles of it will be in use from coast to coast by the end of 1950, according to Bell spokesmen not only for the expanding needs of cross-country telephoning, but also to provide the means for more transcontinental television networks.

Lloyd Espenschied and Herman A. Affel, co-inventors of the coaxial cable and veterans of the Bell Laboratories staff, yesterday told of the growing importance of this new instrument.

Exhibiting a section of the original cable, a heavy brass pipe three inches in diameter, they told how it had been refined in the last twenty years until the present pipe is no larger than a lead pencil, quite flexible, and a better carrier than its original version.

They said the cable had not yet reached its full technical development, but in time might be twice to three times as capable of carrying wide bands of frequencies as the current one.

Coaxial pipes now are capable of carrying three television programs each way between New York and Chicago, and an additional 600 simultaneous telephone calls. But if used for phone calls alone, the pipes can carry 1,800 conversations.

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DR. HANSEN DEAD; PIONEER IN RADAR

Dr. William Webster Hansen, a pioneer in the development of radar and planner of a billion-volt linear accelerator, or atom smasher, which now is under construction on the campus of Leland Stanford University, died Monday in his home after a long illness (Palo Alto, Calif.). He would have been 40 years old on Friday.

Dr. Hansen in 1937 began work on a device to prevent airplanes from flying mountains. The problem was posed by pilots who had to fly over the Andes. From this research came the klystron, one of the most important elements of radar. Dr. Hansen and his co-workers afterward developed other pieces of radar equipment, including the rhumbatron, which also is used in atom-smashers.

Dr. Hansen in 1944 won the nation's top prize in radio engineering, the Morris Liebman Memorial Award of the American Institute of Radio Engineers. The honor went to him for microwave research.

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JOHN J. KAROL, CBS, NEW PRESIDENT RADIO EXECUTIVES CLUB

A tribute to his personal popularity as well as general efficiency, John J. Karol, Sales Manager of the Columbia Broadcasting System, has been elected President of the Radio Executives Club for the 1949-50 term, succeeding Carl Haverlin, President of Broadcast Music, Inc.

Mr. Karol was officially installed as President of the REC at the final luncheon-meeting of the 1948-49 season at the Hotel Roosevelt in New York City last Thursday. The club will resume its meetings in early Fall.

Mr. Karol joined CBS in 1930 as Director of Research, after having served with Crossley, Inc., research firm, as Manager and Research Director. He became Market Research Counsel for CBS in 1939, and in 1943 was named Assistant Sales Manager. He has been CBS Sales Manager since December, 1944.

He is a graduate of Harvard University (1927) and of the University of California, where he received a Carnegie Research Fellowship, in 1928. Mr. Karol is married, has a son and daughter, and lives in Chappaqua, New York.

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GRIDIRON CLUB TAKES NOTICE OF JACK BENNY CBS SWITCH

The Columbia Broadcasting System came in for a bit of kidding at the Gridiron Dinner to President Truman in Washington last Saturday night. Richard L. Wilson, chief of the Washington news bureaus of the Cowles Publications and broadcasting stations, incoming president of the club, in the "Speech in the Dark" which opens all Gridiron Dinners, said:

"We gather on a very happy occasion. President Truman this year reached his 65th birthday. Next year the Gridiron Club will be the same age, and we both will be eligible for Social Security. Speaking for the Gridiron Club alone, we will forego for a while the old-age retirement provisions.

"The Gridiron Club welcomes you in the spirit of this joyous springtime. It is truly a wonderful age - the age of the welfare state. Everybody gets a little something. CBS gets Benny and Crosby, Aly Khan gets Rita Hayworth and President Truman gets the Byrd. Even Governor Dewey gets a trip to Europe - but at his own expense.

"The only question remaining is whether this is the welfare stare or the state of farewell.

"A dollar today goes farther than ever before. It was a great feat when Washington threw one across the Potomac. Now we pitch them across the Atlantic."

Among those present having to do with the broadcasting industry in one way or another were:

Capt. Taylor Branson, U.S.M.C., retired, former leader of the U. S. Marine Band, one of the first musical organizations to be heard over the air; Eugene E. Buck, New York City; Gardner Cowles, Look Magazine; John Cowles, Minneapolis Star and Tribune; Elmer Davis, President, Radio Correspondents' Association; Earl H. Gammons, CBS; Earl Godwin, radio commentator; Philip L. Graham, Washington Post; Richard L. Harkness, radio commentator; Luther Hill, Des Moines Register and Tribune; H. V. Kaltenborn, radio commentator, New York City; Horace L. Lohnes, Washington; D. Harold McGrath, Superintendent Senate Radio Gallery; Maj. William Santelmann, leader, United States Marine Corps Band; David Sarnoff, RCA, New York City; A. A. Schechter, New York City; Niles Trammell, President, NBC, New York City; Albert L. Warner, radio commentator, Washington, D. C.

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DR. WOLFF, RCA LAB. RECEIVES NAVY DISTINGUISHED SERVICE AWARD

Dr. Irving Wolff, Director of the Radio Tube Research Laboratory of RCA Laboratories, yesterday (May 24) received the "Distinguished Public Service Award" of the Navy Department, in recognition of his achievements in electronics and radar.

Such recognition is given only to individual citizens, not in Navy employ, who "have contributed measurably in scientific or manufacturing fields to the success of the Navvy's policies and programs", the Secretary's office stated. In addition, the recipient must have rendered outstanding service over and above that normally expected of him and not required by his job or the terms of his contract.

"Dr. Wolff contributed immeasurably to the effectiveness of the operation of the Navy during the late War, and the interim period since then", Rear Admiral C. D. Wheelock, U.S.N., Deputy Chief of the Bureau of Ships declared in making the award. "His achievements and accomplishments covered the field of electronics in general, but more particularly that of radar.

"In 1932, while in the employ of the Radio Corporation of America, he conducted research in micro-wave transmission and reception. Using equipment developed as a result of this research, he demonstrated the ability to detect radar signals reflected from gas tanks and small ships about a half-mile distant. Shortly thereafter, he developed a means of timing these signals, whereby distance to the reflecting object could be measured. This was one of the fundamental contributions to modern day radar."

Later Dr. Wolff and his associates developed airborne radar equipment to prevent collisions and high-altitude precision radar for altitude determination, it was pointed out. The radio altimeters used by the United States and her Allies were developed by Dr. Wolff's group.

Dr. Wolff joined RCA in 1924 as a member of the Technical and Test Department and from 1930 to 1941 was with the Research Division of the RCA Manufacturing Co., Camden, N. J. In the latter year, he joined the staff of RCA Laboratories. He has specialized in problems in microwaves, sonar, radar and aviation.

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PEARSON SUES PEGLER; DEMANDS $250,000 IN FORRESTAL LIBEL

Drew Pearson, radio commentator and radio columnist, said Tuesday night, his attorneys have filed a $250,000 libel suit against Westbrook Pegler, columnist.

Mr. Pearson said the New York law firm of Greenbaum, Wolf & Ernst filed the suit in the New York Supreme Court Tuesday, naming Pegler and his syndicate, King Features.

Mr. Pearson told a reporter that two of Pegler's columns, released this week, and dealing with some of Pearson's comments on the late James Forrestal, were the oasis of the suit.

There was also criticism of radio and press commentators in general and Mr. Pearson and Walter Winchell in particular in other quarters.

Representative Rankin (D), of Mississippi, asserted he had voiced his opinion "of the unworthy and unjust attacks" made on Forrestal while he was yet aline. Several weeks ago, Rankin, in a House speech, attacked Drew Pearson for a column Pearson had written about Forrestal.

Representative J. Caleb Boggs, Democrat, of Louisiana, declared that "Mr. Forrestal was subjected to a campaign of abuse and vilification the like of which I have never heard. This should give pause - real pause - to the irresponsible elements of the press and radio."

"Drew Pearson and Walter Winchell and some others maligned Mr. Forrestal in various commentaries not very different from similar outrageous attacks made on others for which the radio and the press must bear the burden of shame", Hanson W. Baldwin wrote in the New York Times.

Westbrook Pegler, in a King Features Service article in the Washington Times-Herald, one of the articles mentioned in Pearson's suit wrote, in part:

"James V. Forrestal, a loyal, brave and self-sacrificing servant of this republic, certainly was, as President Truman said on hearing of his sudden death, a casualty of the second World War. He was also a victim of the wanton black-guardism and mendacity of the radio, which has been a professional specialty of Drew Pearson.

"Pearson has become a man of great power and special privilege because other decent men like Forrestal go in fear of fantastic lies to be spread over the nation by radio, all to stimulate the sale of a brand of hats or laxative.* * * *

"In the case of Forrestal, Pearson made a false charge of disgraceful cowardice. Forrestal, in the role of Undersecretary of the Navy, a civilian job, made four landings with the Marines, behind the assault waves, on Pacific islands held by the Japanese.

"Franklin D. Roosevelt held a similar position during the first World War. It is no disparagement of him to point out that Roosevelt's only experience anywhere near the front in France con-

sisted of tours of inspection amid considerable panoply and privilige, not personal intimacy with danger.

"The contrast does favor Forrestal nevertheless.

"On Jan. 16, 1949, over station WJZ of the American Broadcasting Company's network, Pearson purported to read a dispatch direct from the White House vilifying Forrestal.

"At least his voice said, 'The White House: Well, President Truman was about to accept the resignation of Secretary Forrestal when, last Sunday he heard Walter Winchell's broadcast about Forrestal's income tax finagling in the 1930s.'

"In newspaper and press association language, that term 'the White House' at the start of an item is called the date line.

"The date line is the source or the ostensible source of the facts or falsehoods which then ensue and, in this case, clearly implied to the public that he was reading a dispatch direct from the White House. As to whether this was a truthful representation, the individual citizen may draw his own conclusions.

"'Whereupon', Pearson continued, 'Truman sent for a transcript of the Winchell broadcast and literally hit the ceiling. "I'm not going to let that little so and so", he stormed, "tell me who I'm going to keep in my Cabinet." And a day later, he told Forrestal he could stay on, at least for the time being.'

"There ensued a paragraph of artful smear concerning Forrestal's income tax based on Pearson's own independent charge which for its credibility relies on Pearson's own record of erroneous, not to say false, statements.

"Then Pearson said: 'For my part, I personally think Mr. Forrestal is a very nice and charming gentleman. But I agree with Walter Winchell that a man who avoids taxes by concealing his money in a foreign country cannot command the respect of boys who are drafted into the Army.'

"You are invited here to note that Pearson does not charge that Forrestal was guilty of any wrong but does a job of log-rolling for another equally mendacious, ulterior and malicious radio terrorist whose high, moralistical posture is fantastic.

"No facts ever were presented to prove that Forrestal had been guilty of any act which was not accepted practice in complicated international tax matters. And the fact is glaringly apparent that Winchell, the source of this smear, was a professional idolator of F. D. Roosevelt, who overlooked no chance to refer to himself as 'Commander in Chief' of the boys who are drafted into the Army.'

"It will be remembered that Roosevelt was guilty of a flagrant swindle in beguiling John Hartford to surrender $200,000 of his son, Elliott's notes and $200,000 worth of stock to him, President Roosevelt, on the deliberately false representation that the stock was practically worthless. This was felonious fraud without question so the sanctimonious subterfuge about the 'respect of the boys who are drafted into the Army' was merely a sly approach to an oblique insinuation against Forrestal's moral character."

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MOVIES HIT BACK AT RADIO-VIDEO GIVEAWAY SHOWS

A $1,000,000 giveaway show designed to make radio's jackpots look like two-bit carnival raffle prizes is going to sweep across the country about July 1, Anheuser-Busch heiress, Bonnie Busch, said, according to the United Press last Sunday.

Miss Busch, a past master at dreaming up quiz shows, has planned this program as the movies' answer to what television and radio are doing to box office receipts. Her plan is to put quiz programs into the theaters and lure people back again in numbers equal to those of the good old "free dish" and "banknight" days.

The heiress and her husband, Ray Jackson, see a big jackpot for themselves, too, in selling their packages of quiz movies, answers and donated prizes to movie house managers, many of whom are paying the rent these days with the proceeds from candy and cigarette machines.

They are piling up enough prizes to fill a warehouse - but they also are making their questions harder than the run-of-the mill radio queries.

"The Jacksons are calling their program the 'Santa Claus Quiz Show'. Weekly 10-minute movies, each consisting of 10 scenes which are to be identified on quiz cards by name, date and place, will be shown from July 1 until Christmas, when Santa Claus will present the biggest quiz bonanza in history to the lucky national winner."

The wise guy who gets the highest score in his local theater for scribbling answers in the dark will get a few little things like a washing machine and a refrigerator - but no radio or TV set - with a total value of $1,000. When he wins the State movie contest, he'll get another $5,000 in the usual quiz show loot. And then, when he wins the national contest, he'll get $100,000 in prizes to take home with him, including a house, a car, and just about everything else you can think of that doesn't need an aerial.

Jackson ran off a sample "Santa Claus quiz show film" at a sneak preview, and if he'd been awarding any prizes he could have taken them home with him, for not a soul knew the answers.

Some of the questions acted out by mobs, pearl divers and sundry other folk in costume and out apparently asked: Where is the Mardi Gras held, who created it, when and where; who rode the last horsecar and when did it lead the first electric streetcar ever made; and who saved his brother's life when captured by giant shellfish, and where.

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FIRST RMA PRESIDENT RECALLS EARLY FORECASTS OF RADIO'S DOOM

Speaking at the All-Industry Banquet at the conclusion of the "Silver Anniversary" convention of the Radio Manufacturers' Association in Chicago last week, H. H. Frost, first President of RMA, countered forecasts that television would soon put an end to radio broadcasting with some early predictions of a like character as to the effects of radio.

"Looking forward", he said, "I see television as an additional means for the dissemination of education, entertainment, information and public service.

"According to predictions I have read and heard, some people think television is going to put radio into the museum", he continued.

"Well - looking back, I find some interesting predictions, opinions and conclusions made in the early years of radio. Here are a few:

"1 - Radio broadcasting will never be profitable to the broadcaster and manufacturers of radio sets and parts will have to contribute to a broadcasting fun in proportion to their sales volume.

"Next - Stage and motion picture theatre attendance will be reduced more than fifty percent unless the actors are prohibited by contract from broadcasting.

"Next - The phonograph and phonograph record business cannot survive. The market for records will be reduced to export sales of foreign language records and the sale of folk song records to foreign language groups in the United States, such as the Polish population in Buffalo.

"Next - Radio will not be used successfully in police work; the criminal element will have the same type radio set and be warned in time to escape.

"Next - If radio sets are used in automobiles the accident rate resulting will triple the rate for all other causes of automobile accidents.

"Next - Federal control of broadcasting will become a tool in the hands of the politicians in Washington; every man must have the right to build or operate a broadcasting station and there must be no interference from government as to location or operation.

"Next - Self expression in music is doomed. Music schools and music teachers will have but few pupils once the air is filled with popular or classical music.

"Next - Broadcasting of baseball, prize fights and other sports events will reduce the attendance below the average needed to remain solvent.

"Next - News broadcasts will reduce paid circulation and advertising revenue.

"Next - Broadcasting live stock and produce markets will increase the cost of living; the city dweller is dependent upon the farmer for food; if the farmer is informed of prices there will no longer be a free market of supply and demand, but a market controlled by the farmer.

(Continued at bottom of page 16)

SCISSORS AND PASTE

Warns Radio Sponsors To Watch Their Commercials
(Larry Wolters in "Chicago Tribune")

Horace Schwerin, director of a broadcasting research organization, told the Chicago Radio Management Club that television is the best thing that has happened to radio in 25 years. He added that radio is not dead or dying but is just getting its wind for a more lucrative race.

The arrival of television will "Speed up the elimination of waste in radio", said Schwerin. Sound broadcasting, he continued, can easily become 500 per cent more efficient. His predictions followed an explanation of findings on more than 1,800 tests of radio commercials by his organization.

Schwerin's optimism over the future of radio, he said, was inspired from a combination of recently released figures that predice only 44 per cent of the nation's population will own television sets by 1954 and his own research conclusions that ". . . more than 90 per cent of radio commercials and 50 per cent of radio programming are waste."

Schwerin said that misuse of principles necessary for programming success had "literally forced commercials in one ear and out of the other." He said that his researches show that people only remember commercials they like or dislike intensely and that 90 per cent of sponsors' plugs fall into the "indifference" range.

While Schwerin expressed his hopes for a bright future for radio, he did not explain how these better days are to be reached. He did call on sponsors to spend more time and money on their commercials and ended on a note of warning:

"Our vast radio industry is like an inverted pyramid, resting shakily on one foundation stone, the advertiser's commercial message. If that stone crumbles - and I think psychological deafness is crumbling it - the whole structure collapses."

(Editor's Note: Mr. Schwerin is head of the Schwerin Research Corporation, 2 West 46th Street, New York City.)

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Presidents Come High
("Variety")

Network presidents don't come cheap these days. The era of web prexies opera ting on 13-week options are apparently gone forever. Today they not only command unprecedented top coin, but longterm contracts as well.

Situation was highlighted anew last week with the revelation of Frank Stanton's 10-year pact as CBS Board Chairman, William S. Paley's No. 1 operator. Last of the four network prexies to grab himself a longterm contract, Stanton actually nailed the meatiest deal of them all.

Apparently this was the kind of deal Stanton was gunning for when, a few months back, he admitted, that, lacking the security of a longrange contract, he was seriously considering the possibility

of moving out of radio altogether. The new contract seems to have resolved the "security" situation. Stanton is currently on a two-month vacation in Europe.

He's down for an annual guarantee of $100,000 a year, plus whatever additional compensation the Board of Directors chooses to award him. The annual guarantee actually amounts of $30,000 more than his basic '48 pay.

Upon termination of the 10-year contract, Stanton is to be retained as part-time consultant until Dec. 31, 1968, at $25,000 a year. Should Stanton and Paley decide to call it quits between 1953 and 1958, the web will be compelled to fork over a flat 100G.

NBC prexy Niles Trammell is also operating under a $100,000 plus bonus contract which he negotiated last year with RCA Board Chairman David Sarnoff, but it's only of five-year duration. ABC prez Mark Woods also has a five-year contract with Board Chairman Ed Noble at $85,000 a year (including bonus) and a few weeks back Frank White moved in as prexy of Mutual at $85,000 a year for a three-year, non-cancellable term.

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WTOP Man Tells How FDR Song Story Started

(Harman W. Nichols, "Washington Post")

The late FDR went through the last years of his life with his hands cupped over his ears - listening to a tune he didn't particularly like, "Home on the Range".

I got the story from Johnny Salb, organist for Station WTOP, Johnny knew Mr. Roosevelt well and spent many hours entertaining him.

"The first time I went to see him", Johnny said, "I was with Eddie Peabody, the famous banjo player and a great friend of the late Chief. We sat down and started to whack out a few licks of 'Home on the Range'."

FDR yelled, "Stop it", and told the music-makers how the legend sprouted and grew.

At a press conference once, somebody asked the President if he didn't think the tune was a pretty fancy one. He admitted that it was. The next day somebody wrote a column in the papers saying it was his favorite. He was stuck with it.

"Actually," said Johnny, "FDR's favorite - the one he asked me to play most often - was 'Yellow Rose of Texas.' Eddie and I played it that first day. After Eddie left, the President asked me if I would stick around for a few minutes.

"He said: 'You fellows did a good job on that; only you had the right words but the wrong tune.' The President hummed it for me and I wrote it down on the back of an envelope. I had it transcribed onto a piece of music paper and gave it to FDR as a present. He asked me to autograph it for him."

Johnny, by the way, doubtless has entertained more Presidents than any man alive. He started with Woodrow Wilson, who could be lulled to sleep as the muted organ gave out the classics.

Warren G. Harding was more of a sport than a music lover; Johnny said, and often asked the musician to cool his heels in the lobby while he tried to draw to an inside straight with some of his cronies upstairs.

Calvin Coolidge liked his music on the quiet side, "almost to the point of complete quiet, although Mrs. Coolidge seemed to enjoy it."

(Continued on page 16)

TRADE NOTES

The General Electric Company at Electronics Park at Syracuse, N. Y., has announced the sale of complete television station equipment to be used by Station WKTV, Utica, which expects to go on the air in September.

Hallicrafter Company - Eight months to April 30: Net profit, $479,972 on sales of $11,922,965, an increase of 66 and 59 per cent, respectively, over profits of $289,807 and sales of $7,488,917, for similar period of previous year, William J. Halligan, president, reports, attributing improvement largely to expanding television program.

Opening of direct radiotelegraph service between San Francisco and Taipeh, Formosa, was announced Tuesday by Harry C. Ingles, President of RCA Communications, Inc., New York City. The new circuir supplements existing RCA facilities to Formosa via Manila.

Leslie J. Woods has been appointed Vice President and Director of Research and Engineering of the Philco Corporation. Mr. Woods, who joined the company in 1925, will be assisted by David B. Smith, Vice President of Research and Engineering.

Sylvester L. (Pat) Weaver, Vice-President and Director of Radio-Television, Young and Rubicam, Inc., has joined the list of leading radio industry executives who will speak at the first national Program Directors Clinic to be held in Chicago on June 27, 28 and 29, at the downtown campus of Northwestern University.

Magnavox Company and Subsidiaries - Year to Feb. 28: Net profit, $1,323,598, equal to $2.01 a share against $2,016,976 or $3.36 a share for preceding fiscal year; net sales, $24,402,206 against $27,434,019. Current assets on Feb. 28 last, were $11,105,088 including cash of $364,587 and inventoriesof $8,133,801, while current liabilities were $7,614,718. Current assets on Feb. 28, 1948, were $8,994,104 with cash of $856,652 and inventories of $5,272,127; current liabilities were $5,313,632.

WOR's frequency modulation station, WOR-FM, has discontinued broadcasting for three weeks to allow for the moving of its transmitter to North Bergen, N.J., site of WOR's new 760 foot television antenna tower.

WOR-FM closed down at 9 P.M., Thursday, May 19th, and will resume broadcasting from North Bergen on June 10th.

The National Broadcasting Company has signed an exclusive three-year contract with the Cotton Bowl Association to broadcast and televise the New Year's Day Cotton Bowl football classic.

A 6% increase in gross sales is reported by the American Broadcasting Company, Inc., and subsidiaries, for the first quarter of 1949 when volume amounted to $10,218,410, compared with gross sales of $9,631,348 for the first three months of 1948.

The estimated loss for the quarter ended March 31, 1949, is $65,000, compared with estimated net income (after Federal Income Taxes) of $503,000 for the same period of the previous year.

The decrease in net earnings, it was said, is attributable to the rapid expansion in television broadcasting.

Arthur H. Ross, 36 years old, a scenic designer, was found hanging last Monday from a pipe in a Rockefeller Center sub-basement in New York City. The police said he apparently had committed suicide. Mr. Ross, who shared an apartment at 1100 Park Avenue with two other men, was employed as a set designer by the Television Section of the National Broadcasting Company.

Mildred E. "Axis Sally" Gillars is being "spat on" and "generally mistreated" by her fellow prisoners in District Jail in Washington, D. C., the convicted traitor's sister charged last Monday. The sister, Mrs. Edna Herrick, said the jail superintendent, Col. Curtis Reid, had "promised an investigation."

Col. Reid could not be reached for comment, but other jail officials said Axis Sally, who was sentenced to serve from 10 to 30 years in jail for treason, was being treated "no different from other prisoners" and that prison rules forbade spitting.

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WTOP Man Tells How FDR Song Story Started (Continued from Page 14)

If Herbert Hoover liked music he kept quiet about it, according to the organist, "because I was never invited to the White House to play for him."

WTOP on Friday began a series of transcriptions called "Dear Mr. President", with Johnny sounding off an organ obbligato in the background.

I heard the first one. Part of the record records the actual sounds of a White House falling down. The engineers at the station borrowed a gadget from the Navy which magnifies sound 1000 times. They tacked the instrument onto one of the walls of the old mansion and tuned it up. The first sound I heard sounded like a boulder falling on a kettle drum. I was told one of the workmen dropped a match. People walking around - magnified 1000 times, sounded like a pack of dinosaurs pulling their hind legs out of a couple of acres of mud.

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FIRST RMA PRESIDENT RECALLS EARLY FORECASTS OF RADIO'S DOOM (continued from Page 12

"Next - the State Superintendent of Education in one of our States said radio has no place in the field of education.

"Next - State legislation was proposed in several states to require the services of a licensed electrician to install radio sets using tubes and a storage battery; in addition there must be a quarterly inspection, paid for by the owner - the fire hazard must be reduced to the minimum in the interest of public safety.

"Next - A national committee member advised the presidential candidate of his party against using radio in his campaign for President of the United States - the people will resent having any candidate make them feel they are not worthy of a visit to their community."

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No. 1877

June 8, 1949

IS FALL TV UNFREEZE ANOTHER STALL? DID RMA WAKE UP FCC?

When Wayne Coy, Chairman of the Federal Communications Commission, was guest speaker at the Television Broadcasters' Association luncheon in New York City last December, he got a big hand by telling those present that when the current "freeze" on new TV station grants had been imposed in October, he had expressed the hope the ban would not last longer than six months. That, according to Coy's figuring, would have been until last April.

"From where I look now", Chairman Coy said last December to the TBA, "it appears that this estimate will not be too far off."

Only about seven months "off" if the "late Fall" promise of the FCC carries any weight. However, listen to this assertion made last week by William E. Ware, President of the FM Association:

"It is more likely that additional TV channels will not become available until after the first of the year and probably not until March. So far as cornering the advertising dollar, the full impact of TV's threat to AM will not be felt until 1951."

Mr. Ware caused further comment by declaring that widespread inroads being made by FM and TV on the Nation's radio audience have doomed AM-only stations to a slow but certain death.

"And with TV presently mired down by allocation problems and lack of available channels", Mr. Ware asserted, "FM is the only expandable product remaining on the radio market for the next year or so."

With regard to the sudden sweeping announcement by the Communications Commission, after its long silence, of the opening of the ultra-highs, the unfreeze and the permission for the use of the frequencies for experimentation in 6 megacycle color, one who has been following the situation closely commented:

"It is quite interesting to note that within a week after the Radio Manufacturers' Association at its annual convention decided that it would be best for the industry and the public to open the ultra highs and have the unfreeze come simultaneously that the Federal Communications Commission acted.

"Could that be coincidence?

"It is rumored, however, that while the RMA felt that experimentation should be permitted in color in the 6 megacycle band, certain members of the Association now feel that too much stress has been laid on the color phase of the FCC's latest move, as it may give the public the impression that color is here today. This is not the case as much experimentation must be done in this field before it becomes a practical commercial project."

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"PUT PRESS WIRELESS OUT OF BUSINESS? LUDICROUS!" - A.C.& R.

Banging back at the charge made by Press Wireless to the Federal Communications Commission that there was a concerted effort on the part of RCA Communications, Inc., and the American Cable and Radio Companies to put Press Wireless out of business, a petition by A.C. & R. just filed with FCC by its attorney, James A. Kennedy, states:

"The AC&R Companies deny that they are engaged in any effort, concerted with any other carrier or in any other respect, to put Press Wireless, Inc. out of business. The assertion of any such charge by Press Wireless is ludicrous on its face. Considering all of the circumstances surrounding the several reductions in press and other communications rates that were made in 1944 and 1945, in the days when the several American carriers were endeavoring to restore or establish overseas communications circuits as the war drew to an end, one would certainly have to be very naive to believe or even assume that either the AC&R Companies or RCA Communications, Inc. were engaged in an effort, concerted or otherwise, to put Press Wireless out of business. Press Wireless apparently has overlooked or prefers not to mention its experience in 1944 dealing with rates to France and the fixing of the 4 cent rate in its authorization to communicate with France. So far as press rates are concerned, Press Wireless generally applied rates lower than the press rates of other carriers, and one of the exhibits in this proceeding sets forth several various tables of rates as

> "*** an eloquent demonstration of the effect on press rates of the allocation of frequencies for exclusive press use in the hands of a carrier controlled and operated by press interests."

"In advertising itself as a carrier devoted to the press, Press Wireless noted that its temporary licenses to handle Government and commercial traffic over a few isolated circuits would be cancelled at the end of the war. In its Proposed Findings and Conclusions in FCC Docket 6545 (limited commercial authorization) Press Wireless requested that the authority sought 'shall continue for such period of time as the restriction (growing out of the 'one-carrier' policy) continues, and not thereafter.' It is submitted that Press Wireless engages in a breach of faith with the Commission by continuing to urge at this time that it should regularly handle non-press traffic (specifically, in this case "Government" traffic)."

A Federal Communications Commission ruling that would deny to Press Wireless the right to handle any further Government traffic was stayed last week until July 1, pending decision on whether Press Wireless will be given another hearing.

William J. McCambridge, President of Press Wireless, said the large carriers which are unrestricted, "could subsidize press rates until Press Wireless was driven out of the field and then those rates could be increased according to the whims of the remaining carriers."

Editor & Publisher, newspaper trade publication, commented:

"Press Wireless, established by newspapers as a specialized communications service for the press, is confronted with a decision of the Federal Communications Commission that may spell its doom.

"For seven years Press Wireless has been handling Government traffic, as well as press messages, under authorization of FCC. This government business has been of tremendous help to the carrier, especially in the years since the war when its volume of press traffic from overseas fell off sharply.

"Now FCC has decided to deny Press Wireless the privilege of accepting any further government traffic confining its operations exclusively to the press.

"The effect of this decision is to throw Press Wireless into a losing economic battle with the large general cable and wireless carriers such as Mackay and RCA. With Press Wireless confined to one type of operation and no supporting revenue from extra services, the other agencies which are permitted to carry all types of messages can force Press Wireless out of business in a rate-cutting war. They can afford to carry press traffic a t a deficit making it up with revenue from their other services. They have already started to do this. Press Wireless cannot fight back under those conditions.

"If newspapers - not only those interested in Press Wireless through stock ownership, but all those who send and receive international press messages - want a carrier service dedicated to their interests, they had better lend some support to Press Wireless in this fight."

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NEW ARMY SECRETARY, GORDON GRAY, NORTH CAROLINA BROADCASTER

The recently appointed Secretary of the Army, Gordon Gray, 40 years old, is President of the Piedmont Publishing Company, which owns Station WSJS at Winston-Salem, N. C. WSJS was established in 1930, is affiliated with NBC, and operates on a frequency of 600 kc with 5,000 watts power.

Mr. Gray also owns the Winston-Salem Journal and the Twin City Sentinel. The thing most widely publicized about him was that he was a buck private only seven years ago. Heir to tobacco millions, he was born in Baltimore. He attended Woodberry Forest School, Va., and went to Yale Law School following the University of North Carolina.

After a few years practicing law in the New York and Winston-Salem, N. C., Mr. Gray bought the newspapers and radio station. He was elected a State Senator in North Carolina in 1939.

In May, 1942, he gave up his Senate seat and publisher's post to enlist in the Army. A year later, he went through Officer Candidate School and was commissioned a Second Lieutenant. He served overseas as a junior officer at Gen. Omar Bradley's Twelfth Army Group Headquarters.

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PUBLIC CAN BUY TV RECEIVERS WITH CONFIDENCE, RMA ASSURES

The Radio Manufacturers' Association, representing most manufacturers of the radio and television industry, this week issued the following statement in an attempt to clarify the present and future situation with regard to television:

1. The Federal Communications Commission has stated that the twelve television channels now being used for black and white television broadcasting will remain intact. Television receivers which have been produced and sold and which will continue to be produced and sold can be purchased in complete confidence that they will continue to give satisfactory service to the purchaser.

2. The industry concrus with the Federal Communications Commission that the existing twelve television channels are not sufficient for a complete nationwide service and with the Commission's proposal that television broadcasting service be expanded by the addition of channels in the ultra high frequency area.

3. When new television channels are allocated present receivers can be adapted to receive broadcasts from the new channels in addition to the present channels through the use of a simple and inexpensive converter, where necessary or desired.

4. There has been much discussion of color television. The industry has been and still is engaged in research on the various proposed systems of color television which are still in the laboratory stage. When and if one of these systems is accepted by the FCC and the industry as standard, it must be thoroughly field tested and proven under practical broadcasting conditions. The industry is in accord with the policy expressed by the Federal Communications Commission that any future color system must be capable of being received on present sets with only minor modifications.

5. The industry wishes to emphasize that a television receiver purchased today will continue to receive television broadcasts and provide fine entertainment, for the life of the set.

It was said that the Zenith Radio Corporation which has been at odds with other television manufacturers over its claims for an UHF tuning device in present Zenith receivers concurred in the above RMA reassurance statement.

Furthermore, Zenith officials were outspoken in warning that the hospital TV demonstration in color by the Columbia Broadcasting System in Philadelphia was in no sense a demonstration of a broadcast service ready for the public despite the fact that Zenith receiving equipment was used.

Prior to the Philadelphia medical demonstration, E. F. McDonald, Jr., Zenith Radio Corp. President, wrote C. Mahlon Kline, President of Smith, Kline & French Labs., asking the company to make clear "that this does not mean the coming of color television for the public; that this is not being broadcast but is being carried direct from the transmitters to the receivers by telephone wires."

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A FCC BEST SELLER REACHES 3RD EDITION; AUTHOR UNKNOWN

Although now being reprinted for the third time "An ABC of the FCC" and is one of the best sellers of the Federal Communications Commission - or as a matter of fact of the Government Printing Office - its author is too modest to sign his name or even his initials.

Our guess is that the latter are G.O.G., which would reveal that the author is the one and only George O. Gillingham, the FCC's popular and efficient public relations man. If so, George is running true to form for it was he who put the National Press Club's publication "The Goldfish Bowl" on the map, thereby making himself the best known unknown editor in the United States.

The FCC's "ABC" brochure is in question and answer form with the following as typical:

"What are the major activities of the FCC?

"Allocating frequencies for all licensed radio stations; licensing and regulating radio services and radio operators; regulating common carriers engaged in interstate and foreign communication by wire, cable, or radio; promoting safety through the use of radio on land, water, and in the air; encouraging more effective and widespread use of radio; and, as in the recent war, utilizing its regulatory powers over wire and radio communications to aid the military effort."

"What is a radio "frequency"?

"This is, in effect, the particular 'channel' or portion of the spectrum in which a transmission is assigned. The radio spectrum might be compared to a vertical ruler with its fractional divisions representing 'bands' occupied by transmissions of the different radio services. Just as autos must keep within the white lines on a land highway, so must radio transmissions obey traffic controls to keep from 'colliding' with one another in the ether lanes."

"How many radio stations has this country?

"Nearly 150,000 in some 40 categories. This includes over 4,000 authorized broadcast, 60,000 non-broadcast, and 80,000 amateur stations, not counting over 200,000 mobile units associated with various services."

"How are radio station call letters assigned?

"International agreement provides for the national identification of a station by the first letter or first two letters of its assigned call signal, and for this purpose apportions the alphabet among the several nations. For all United States stations, except mobile stations of the Army, the Commission is authorized by the Communications Act to assign call signals. The Commission presently

uses the initial letters A, K, N, and W. * * * Broadcast stations are assigned call signals beginning with K or W. Generally speaking, call letters beginning with K are assigned to broadcast stations west of the Mississippi River and in the territories and possessions, while W is assigned to broadcast stations easy of the Mississippi."

"What qualifications must broadcast applicants possess?

"The Communications Act sets up certain basic requirements. In general, applicants must be legally, technically, and financially qualified, and show that operation of the proposed station will be in the public interest."

"Can the FCC censor radio programs?

"No. The Communications Act states: 'Nothing in this Act shall be understood or construed to give the Commission the power of censorship over the radio communications or signals transmitted by any radio station, and no regulation or condition shall be promulgated or fixed by the Commission which shall interfere with the right of free speech by means of radio communications.'"

"How many broadcast receiving sets are there?

"Nearly 75,000,000, according to a late 1948 estimate."

An attractive thing about "An ABC of the FCC" is that it fits into a #10 envelope and the price is right - 10 cents each. Copies may be purchased from the Superintendent of Documents, U. S. Government Printing Office, Washington 25, D. C.

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SYLVANIA TO COME OUT WITH TELEVISION SETS OCT. 1

A full line of television sets manufactured by Sylvania Electric Products, Inc., will be placed on the market next Fall, it was announced by Don G. Mitchell, President.

Mr. Mitchell said the sets are expected to be available by October 1. The initial television line, he added, will include 10 and 12-1/2 inch table models, consolettes and console combinations with a three-speed record changer and an FM-AM radio in addition to a 16-inch consolette.

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SENATE ENDORSES $3,656,100 "VOICE OF AMERICA" CUT

The Senate yesterday (June 7) approved a $3,656,100 cut in "Voice of America" funds in spite of protests that it was false economy. The amendment to strike out the reduction ordered by the Senate Appropriations Committee was defeated on a roll call vote of 45 to 33.

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FORT INDUSTRY TOP BRASS FOREGATHER AT MIAMI

Fort Industry picked a nice spot for a three day business session of its stations - Miami Beach. However, it was only natural the Company should do that because WGBS, carrying the initials of Fort Industry's president, Commander George B. Storer, is located at the resort as is its latest acquisition, The Florida Sun, Miami Beach newspaper.

Presiding over the meeting was Commander Storer but one observer at first glance at a picture of the group thought it might have been Mayor O'Dwyer so much did Stanton P. Kettler, Director of WGBS, seem to resemble New York City's popular executive. Friends have also seen a resemblance in photographs of Mayor O'Dwyer to Dr. John Oliver LaGorce, Vice-President of the National Geographic Society, of Washington, D. C., one of the founders of Miami Beach.

Attending the Fort Industry Miami sessions were: John D. Montgomery, publisher of The Florida Sun, Miami Beach newspaper; J. Harold Ryan, Senior Vice President and Treasurer of Fort Industry; Commander Storer; Lee B. Wailes, Vice President in charge of Fort Industry operations, and Allen Haid, Managing Director, WMMN, Fairmont, W. Va.; William E. Rine, Managing Director, WWVA, Wheeling, W. Va.; Glenn G. Boundy, Fort Industry Chief Engineer; Mr. Kettler, Managing Director, WGBS, Miami; J. Robert Kerns, Managing Director, WLOK, Lima, Ohio; E. Y. Flanigan, Managing Director, WSPD WSPD-TV, Toledo; Richard E. Jones, Managing Director, WJBK WJBK-TV, Detroit, James E. Bailey, Managing Director, WAGA WAGA-TV Atlanta; H . A. Steensen, Assistant Treasurer and Comptroller, and John B. Poole, General Counsel.

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TEN-DAY COURT ORDER BARS REMOVAL OF MARYLAND TV AERIAL

A Maryland television set owner this week was granted a court order that restrains his landlords from taking down his aerial for the next 10 days.

The restraining order was signed in District Court in Washington, D. C., by Judge Matthew F. McGuire after John T. Bonner, Washington attorney, had said loss of his television would cause him "extreme embarrassment and humiliation".

The 10-day period will give both sides time to prepare arguments for a hearing on Bonner's request for a permanent injunction against his landlords. Bonner lives at 4204 Kaywood Drive, Mount Rainier, Maryland, a suburb of Washington.

Mr. Bonner, whose suit was filed by Attorney T. Emmett McKenzie, claims that Albert J. Knott, agent for the owners, gave him permission last March to erect a television aerial on the roof of the building. On May 28, Bonner says, Knott informed him he must remove the aerial by June 28 or the apartment house management would do so.

"Due to the type of television he bought", declares the suit, "it will be impossible for the plaintiff to operate the set if he takes the aerial down."

The suit also claims removal of the aerial would be "willful destruction of private property."

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GLETT, FORMER SELZNICK CHIEF, MOVES TO DON LEE VIDEO

Announcement of the appointment of Charles L. Glett as its Vice President in Charge of Television, a newly created post, was made by Lewis Allen Weiss, Chairman of the Board, of the Mutual Don Lee network, owner and operator of KTSL, pioneer Hollywood TV station.

Formerly Managing Director of the Motion Picture Center studios and former vice president in charge of David O. Selznick production and studio operations, Mr. Glett is widely known in the industry as an able executive familiar with all phases of the Cine Art from financing through Production and Distribution. Most recent pictures with which he has been associated include Stanley Kramer's "Champion" and "Home of the Brave". His last assignment for Selznick was "Duel in the Sun".

At the time he went into the Armed Forces with the rank of Major in the Signal Corps, he was Vice President of the Myron Selznick Agency, which organization represented and managed top stars, directors, producers and writers in the motion picture business. Upon Myron Selznick's death, Mr. Glett was elected President of the company by the Executors, with leave of absence while in the service.

Preceding that association he was Vice President and General Manager of General Service (United Artists) in charge of production and studio operations.

In the latter part of 1939 he joined with Director William Dieterle as his Associate Producer. He was responsible for the formation of William Dieterle Productions and negotiated for and secured one of the first distribution subordination agreements as well as the bank and secondary financing. Mr. Dieterle and he produced on the RKO lot and released through the same organization. Their first picture qualified for a run at the Radio City Music Hall in New York and received two Academy Awards for Acting and Music.

Before joining Dieterle, he was, for nearly eight years in the Western Electric System first as Production Manager of ERPI's motion picture subsidiary (Audio) and later as Vice President in charge of production. In 1937 when Western Electric took over the former Paramount Studios in Astoria (Eastern Service Studios) he was placed in charge as Vice President of studio operations. He remained an officer in the System until he resigned in the Fall of 1939. This was prompted not only by a desire to resume residence on the West Coast once again, but because of the policy of AT&T to dispense with its motion picture subsidiaries except the recording units.

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RADIO EDITORIALISTS SHARPEN PENCILS; PALEY'S HAT IN RING

Despite a newspaper observation as to whether or not the broadcasting industry may not have opened a Pandora's box by inviting the Government to take further action in the matter of radio editorials, William S. Paley, Chairman of the Board of the Columbia Broadcasting System, quickly responded:

"Within the past year, Columbia has publicly and repeatedly advocated the right of broadcasters to editorialize in their own name over their own radio facilities. With the recognition by the FCC of this right of broadcasters, Columbia intends, from time to time, to broadcast radio editorials in its name."

The newspaper which made the Pandora's comparison was the New York Times, saying editorially:

"The decision of the Federal Communications Commission to relax its ban against radio stations editorializing in their own name raises perhaps more questions than it answers. As suggested in a statement by Commissioner Edward M. Webster, the Commission's new policy is likely to leave the broadcaster 'in a state of quandary" on this important aspect of freedom of speech on the air.

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"The question arises whether the radio industry has not paid a high price for its new-found freedom to editorialize. The modification of the Mayflower decision in effect gives a government agency the power to decide whether a radio station is conducting its editorial policy on an impartial basis and, if it disapproves, to exercise the extreme penalty of putting the station out of business. With the Commission constantly undergoing a turnover in personnel, that hardly seems conducive to maximum freedom of expression.

"Similarly, it is difficult to see how the FCC, if it is to be consistent, can limit its concern for balance in editorial opinion merely to one station at a time. The whole Mayflower case revolved around radio giving editorial support to a political candidate. If there are to be 'Republican', 'Democratic' and 'Independent' stations, would not the political beliefs of the applicant for a new station be pertinent to maintaining an impartial radio system in a given community?

"Before it cheers the FCC decision too loudly, the broadcasting industry might ponder whether it has not opened a Pandora's box by inviting the Government to take further action in the matter of editorial opinion.

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PEARSON SAYS MAYBE FRIENDS HURT FORRESTAL MORE THAN CRITICS

Drew Pearson, commentator and columnist, in a statement last week said his libel suit against Westbrook Pegler, King Features Syndicate columnist, would disclose the factors in the late James V. Forrestal's life that made him unhappy.

"Unfortunately", said Mr. Pearson, "it was not criticism by the press and radio which caused Jim Forrestal to conclude that his life was no longer worth living. There were other factors. . . The evidence will be fairly conclusive as to what they were."

The Bell Syndicate distributed a statement by Mr. Pearson answering "some of the unfair allegations made against him by Westbrook Pegler".

"Mr. Pegler has been answered by me in the only language he understands - a libel suit", began Mr. Pearson's statement. He served notice of a suit for $250,000 against Mr. Pegler and King Features Syndicate last week.

Mr. Pearson contended that Mr. Forrestal had "a relatively good press and radio" and he defended their right to criticize public officials.

"If we are to withhold criticism of a man because of possible illness or danger to his life", he said, "then congressional investigations, a free press and radio, and our entire system of government by checks and balances becomes difficult. . . "

Mr. Pegler's charges, according to Mr. Pearson, were "aimed to make his readers believe that my criticism of the late James Forrestal largely contributed to his death."

"In the end", Mr. Pearson added, "it may be found that Mr. Forrestal's friends had more to do with his death than his critics."

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CHICAGO TRIBUNE TO GIVE AWAY 1,000 TV SETS

In a contest to build home daily delivery circulation, the Chicago Tribune will give away 1,000 television sets, valued at $500,000 for use by organizations or social groups whose members turn in orders for six months' subscriptions.

The Tribune will pay $50 toward installation.

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TV SERVICE MEN LICENSING DEFEATED IN ILLINOIS

The Radio Manufacturers' Association and the Television Installation Service Association of Chicago, cooperated in defeating a bill in the Illinois Legislature proposing to license and regulate television installation and service. Introduced by State Representative John G. Ryan, it died in committee.

The bill proposed licensing of all TV service technicians by the Illinois Department of Registration after examination of servicemen or their graduation from certified schools of instruction, and was opposed by manufacturers, as a deterrent on television sales, as well as servicemen.

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ELECTRONIC ENGINEERS SOUGHT AS COAST GUARD OFFICERS

The United States Coast Guard is seeking immediately, a limited number of Electronic Engineers for commissioning in its officer corps.

Increased activity in electronic communications and the need for specialists among its officers were given as the reason for this special announcement. Emphasis was placed upon the need for men who can take over the planning for and installation and operation of modern electronic equipment and electronic systems. Graduate engineers under 31 years of age are desired.

The prime objective of the Coast Guard in this program is the selection of career officers. Original commissions will be in the Coast Guard Reserve with consideration for a permanent commission at the end of a two-year active duty period.

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FEDERAL RADIO GETS BACK NATIONALIZED HUNGARIAN PLANTS

The International Telephone and Telegraph Company has succeeded in making an agreement with the Hungarian Government under which its three Hungarian factories, two of which already had been nationalized, will be restored to the company for operation.

The agreement, says the New York Times, which is subject to approval by the Hungarian Supreme Economic Council and the company's directors, is on its face the best that any Western firm has succeeded in obtaining in Hungary since the Communists took over.

The three factories in Hungary are valued at $12,500,000. The two nationalized factories were technically subsidiaries of another company located in Hungary so under the Hungarian nationalization law could have been taken over without compensation. They have been placed by the Government's decision on a footing with the company's wholly owned subsidiary, which strengthens their right to compensation. What the company is to receive for operating the factories still is to be settled.

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NEW TV CUTS SEEN DISTRESS SELLING

List price reductions on television receivers "from here on in" will be distress selling rather than "bona fide price cuts", S. W. Gross, President, Tele-Tone Radio Corporation, declared Monday in New York. He made this statement at a conference called to introduce a new lower-priced television receiver by the company.

The new receiver, a ten-inch picture tube table model in a plastic cabinet, will list for $179.95. Mr. Gross claims the set is priced $20 below the nearest comparable name-brand set. The unit gives a sixty-two-square-inch picture and has three rectifiers and seventeen tubes in addition to the picture tube.

Downward price adjustments already have been made by manufacturers whose profit picture in television receivers "contained a little water" when their sets were introduce, Mr. Gross was quoted as saying in the New York Times. There are still some producers with merchandise which is out of line pricewise, he added.

"As the market slows down, these manufacturers may throw some sets on the market at substantially reduced prices", Mr. Gross said.

Turning to reductance of consumers to purchase television receivers now because of a recent Federal Communications Commission statement indicating that ultra-high frequency channels may be allocated to broadcasters in the Fall, Mr. Gross pointed out that no tube producer has yet succeeded in perfecting a picture tube to receive ultra-high frequency images.

He reported that his organization questioned picture tube suppliers on the matter "no more than two or three weeks ago" and was told that no tube adequate for UHF reception has been developed. A spokesman of the Radio Corporation of America, one of the largest picture tube suppliers, said no UHF tube is ready yet.

In addition to lack of a picture tube to receive ultra-high frequency broadcasts, transmission is still in the experimental stage, Mr. Gross pointed out.

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INDIANAPOLIS SPEEDWAY RACES TELEVISED FOR FIRST TIME

For the first time in history, the Memorial Day Race at the Indianapolis Speedway, May 30th, were televised.

Harry M. Bitner, Jr., WFBM and WFBM-TV General Manager, expressed complete satisfaction with the first day's operation of the new television transmitters.

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SCISSORS AND PASTE

Bob Hope Never Stopped Talking
(Bill Burnett in "Washington Post")

Bob Hope shot an 18-hole round of conversation that kept a huge portion of the National Celebrities Golf Tournament gallery in stitches in Washington last Saturday.

Robert Leslie, of the toboggan nose and fast quip, never stopped talking. From the moment he arrived at the first tee and announced that he "came to Washington every year to be near my money", he kept up a running fire of words.

He talked into every available microphone. He talked to himself, his worshipful followers, the golf ball, his partners, the trees and sky.

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Use Of Music In Films For TV
Arthur A. Engel in "Hollywood Reporter")

Crucial for television, indeed, is next week's American Federation of Musicians' convention in San Francisco. It's very likely that a resolution will be introduced from the floor permitting the use of music in films for TV. On the opposition side will be eastern musicians who will hold out for "live" music obviously to create more jobs. Cheering for the latter are the agencies who want to control package shows and the networks, interested in controlling their affiliates. Although Hollywood's contingent is in the minority, it may show up surprisingly well in the drag-down scrap sure to ensue after the ruling is proposed.

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Sam Rosenbaum Denies Petrillo's Royalty Fund Is "Feed-Bag"
("Variety")

Unqualified approval of the way the American Federation of Musicians administered royalty funds on disks has been made by Samuel R. Rosenbaum, who claims the AFM "operated the fund as a public service, not as a feed-bag." Rosenbaum, Philadelphia attorney, was appointed in December as impartial trustee of the Music Performance Trust Fund, which recording and transcription companies are setting aside as musicians' royalties for independent disbursement by Rosenbaum to meet Taft-Hartley law specifications. Rosenbaum's appointment settled a James C. Petrillo recording ban of over a year's duration.

Rosenbaum says he has had time now to look into the administration of disk royalty funds under AFM setup, before the Taft-Hartley nix and "found it admirable." The system set up for spending the monies was fine, he said; the funds were impartially administrated with no favoritism shown, distributed very evenly by formula over the country. In all likelihood, he said, he'll continue to operate along the lines the AFM took, only difference being that the locals will no longer control the funds.* * * *

Rosenbaum expects that receipts to the fund for the first full year will be about $1,250,000, which is a smaller amount than the AFM annually had for welfare disposal. Payments for the last quarter of 1948 are practically all in (the new fund started on disk sales made since October, '48), and gross receipts for that quarter are roughly $330,000. This is about a 25% drop against the last quarter of '47, explained by the fact that sales of records have dropped that much.

Rosenbaum won't begin his disbursements till end of '49, when the old fund (which the AFM disbursed till the Taft-Hartley law prevented), will be used up. There was about $4,500,000 collected up till the end of '47. About $1,600,000 each was disbursed in '47 and '48; $1,500,000 should be expended in '49 to wind it up. * * * *

The AFM, says Rosenbaum, did not use the disk welfare funds under the old setup merely to hand out jobs to members, or to its unemployed, but adopted a plan to use the money exclusively for public service. Quality of product was the first thing emphasized. AFM gave concerts in schools, playgrounds and hospitals. Figures compiled for '47 first year AFM fund was administered, give a full picture how the money went, says Rosenbaum, while pointing out how the AFM leaned to longhair for better public relations.

Under the fund in '47, the AFM gave 2,611 playground performances; 4,700 performances in hospitals (with small units); gave 1,764 military band concerts; appeared in 140 parades; gave 1,394 symphony concerts (with orchs under 60 men), and 143 concerts with symphonies of over 60 men each. Thus, he points out, of about 11,000 performances of every character, over 1,500 were of concert of symphonic type.

Rosenbaum, who is former prez of WFIL, Philly, and former vice-prez of the Philadelphia Orchestra Assn., says he also noted something else of interest in AFM administration of welfare funds. Although most of its members are pop musicians, the AFM looked on longhair as its best public relations medium, a valued means of winning favorable opinion for the Federation. They felt that the thinking element in the country that supports legislation, is interested in serious music. Hence, the AFM, in planning its programs on which it spent the disk welfare funds, leaned to the longhair on the practical grounds it would interest those people whose support, legislatively or otherwise, it sought.

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Realtors Must Guarantee Reception
("Hollywood Reporter")

Television is knocking some good real estate right smack into the ground around here with TV-conscious property purchasers refusing to buy acreage unless there's guaranteed reception.

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Trade Notes

Lewis W. Shollenberger has been appointed Washington Director of Special Events for the Columbia Broadcasting System.

Mr. Shollenberger has been a reporter for CBS news since 1942, broadcasting under the name of Robert Lewis. He is a native of Kansas City, Mo. Following extensive travels in Europe and South America, he became a United Press staff correspondent in Washington before joining CBS.

WJR, the Goodwill Station, Inc. - March quarter: Net income, $157,448 or 31 cents a share, against $161,762, or 31 cents a share, last year.

Facsimile and video are unlikely to hurt the daily newspaper in the future. That was the conclusion reached by members of the Pacific Northwest International Circulation Managers' Association in Spokane, Washington last week.

Circulators agreed these media are still in experimental stage and have made no inroads on daily newspaper circulation.

Wrestling was the favorite program "viewed regularly" of local television fans queried recently in a survey taken by Television Research Associates. Of the 125 programs mentioned to respondents, the following had five percent or better of the lookers, as shown:

Wrestling, 43.5 percent; Hopalong Cassidy, 33.9; Milton Berle, 32.2; motion pictures, 18.8.

WTCN-TV, Minneapolis-St. Paul, becomes an affiliate of the Columbia Broadcasting System's television network effective July 1. This brings the total number of CBS-TV affiliates to 41.

WTAL, Tallahassee, Fla., will become an a ffiliate of CBS effective August 1.

CBS broadcast stations will then number 184.

Means of doubling available FM frequency channels for mobile radio communications without increasing frequency allocations were demonstrated in tests conducted at Camden last week by the RCA Engineering Products Department, it was disclosed last week. Observers included engineers of the Federal Communications Commission and the U. S. Army Signal Corps.

Subject of the tests was a new mobile communications system, developed by RCA, w hich is said to be 1000 times more selective than any other receivers announced to date.

Catherine Mastice, the young singer who impersonated Dorothy Kirsten on Milton Berle's television show, said Tuesday she would sue the opera star for $100,000 for "damaging and defamatory statements".

Miss Kirsten already has announced her intention of suing Milton Berle for the imitation, on the grounds that it damaged her professional reputation.

Police, aviation and radio detection officers, despite an exhaustive hunt, have failed to track down New Zealand's radio ghost voice, which has been disrupting airline traffic by fake messages.

Frederick Jones, Minister in charge of Civil Aviation in Wellington, N. Z., advised Reuters, that a "pirate" radio operator using an unauthorized transmitter had been trying to disrupt air traffic by pretending to be transmitting from the control tower of Paraparamu, Wellington's main airport, or from other airfields.

Three libel suits in which damages totaling $3,900,000 were asked, filed during the recent municipal election campaign in Jersey City, have been dropped by mutual consent.

Former Mayor Frank Hague,Eggers and former Deputy Mayor John Malone withdrew their suit against Mayor John V. Kenny, his four fellow-commissioners on the successful "freedom ticket" and for radio damages. The suit stemmed from an a ddress made May 2 by City Commissioner James F. Murray, a candidate, from the radio station.

The Horace Heidt radio show will switch from NBC to CBS on September 4, it was announced Tuesday in New York.

E. E. Loucks, Manager of the International Division of Zenith Radio Corporation, has been requested by the U. S. Department of Commerce to act as an adviser on its export advisory panel for radio apparatus.

Loucks' association with Zenith as export manager began in December 1944. Previously, he was employed for sixteen years with the International General Electric Company, Inc., where he was in charge of radio receiver sales.

Extension of television set production to a third plant of the RCA Victor Division, Radio Corporation of America, was begun this week with the installation of new equipment and conversion of other facilities at the Division's Bloomington, Ind., factory.

To help meet increasing demand for RCA-Victor's television receivers, he disclosed, approximately one-third of the 226,000 sq.ft. of manufacturing space in the modern one-story Bloomington plant will be intially devoted to TV set production. This extension supplements present operations in Camden and Indianapolis.

Production lines are scheduled to begin rolling by August, and are expected to reach full speed by September. The entire operation will be automatic, with conveyors used to facilitate materials handling. Use of special arrangement for adjusting the height of conveyor lines will permit interchangeable production of table model, consolette, and console instruments.

Total set sales doubled in three months - that's the forecast of television receiver sales anticipated by early July in Central Ohio when at least 7,500 sets are expected to be in operation. The only Columbus station, WLW-C, went on the air April 3.

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Founded in 1924

HEINL NEWS SERVICE

Radio — Television — FM — Communications

2400 California Street, N. W. Washington 8, D. C.

Robert D. Heinl, *Editor*

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June 15, 1949

TALK OF RADIO DEATH BLOW FROM TV IS NONSENSE, SAYS BBC HEAD

Many "large matters" affecting the future of television in the United Kingdom and elsewhere were touched upon by Sir William Haley, Director-General of the British Broadcasting Corporation, when he spoke recently to the Radio Wholesalers Federation in England.

"The true way to measure television progress", he said, "is the extent to which it becomes a national service: the number of homes it can be got into is what really matters."

As for sound broadcasting, Sir William thought it would go its way unperturbed, making whatever improvements the years could bring.

"The talk that sound broadcasting has already received its death blow but does not know it is nonsense. Even in the United States of America, where this talk is most prevalent (and where something of the kind is far more likely to come about), one of the four main networks is so sure there will always be a future for sound radio that it has decided not to embark on the hazards of television.

"Other networks envisage the future as we do, an eventual marriage between television and sound; each being used to its best purpose in an integrated broadcasting system."

"But", Sir William emphasized, "that marriage is over a decade away."

Drive, enterprise and scientific development had all to be brought into play to see that television, as good as possible, was made available to the greatest practicable extent of the population: "To cover the first 75 per cent of the population will be relatively easy; the last 25 per cent really difficult."

Sir William added: "Progress in this field depends on the national economic position as seen by the Government. The building of new television stations is one of those items of BBC capital development which come under the Cabinet Investment Programs Committee.

"They have authorized only the completion of the Sutton Coldfield station to serve the Birmingham (Midlands) area this year. We are hoping that they will allow us, next year, to push ahead with the north-of-England station. We have the transmitter for this already ordered, and a site chosen.

"We are looking for a site to serve Wales and the west of England; and another, if the Government approve and wavelengths permit, to serve the north-east. Here I would say that the wavelength problems are considerable."

The Director-General emphasized that the BBC would do all it could to foster the exchange of television programs between different countries, first by means of films and recordings, and later, perhaps, by actual relays.

"I think it is fair to say that television faces British broadcasting with far fewer financial problems than it does American. The BBC has no sponsors to lose. We can see our way to developing it on a national scale, without allowing the sound side to suffer."

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Several announcements from the Television Research Board of Sweden mention the installation of an experimental television transmitter in the Stockholm Institute of Technology.

Various types of foreign receivers have been tested, but it has not been decided which type will be adopted for Sweden. A modified American system, a receiver using 625 lines, instead of the 525-line system used in the United States, is being seriously considered.

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DEATH OF JOHN BALLANTYNE, PHILCO CHAIRMAN, SHOCKS INDUSTRY

The radio industry was shocked at the sudden death of John Ballantyne last Friday. Mr. Ballantyne, who was only 49 years old, collapsed while delivering a commencement address at the Meadowbrook School in the suburbs of Philadelphia, near suburban Rydal.

Mr. Ballantyne, who was President of the school's Board of Directors, collapsed on the stage of the auditorium and was pronounced dead by Dr. Ralph Hoerner of Jenkintown.

Those present at the exercises included his son, John, one of the eight graduates; his wife, the former Alberta Fern Baker, and their daughter, Dolores Marie.

Mr. Ballantyne was a Director of the Radio Manufacturers' Association, a Director of the Philadelphia Chamber of Commerce, and a former Director of the International Machine Tool Company.

Mr. Ballantyne was President of Philco from 1942 until June, 1948, when he became Chairman of the Board. For the past year he was active only in an advisory capacity.

He was born in Germantown, the son of a Philadelphia policeman. After his graduation from Germantown High School he worked while attending the University of Pennsylvania on a scholarship.

In 1921 he was graduated from the Wharton School of Commerce and Finance of the University of Pennsylvania and joined the firm of Weigner Rockey & Co. as an accountant. Eight years later he became a partner in Mathieson, Aitken & Co., a firm of certified public accountants established at that time.

Mr. Ballantyne became Treasurer of the Philco Radio and Television Corporation, sales organization of the Philadelphia Storage Battery Company, predecessor of the Philco Corporation, in 1934. When the present corporation was founded in 1940 he was named Treasurer and served in that capacity until August, 1941, when he was elected Vice President in Charge of Operations.

During World War II Mr. Ballantyne was in charge of the company's conversion to war work. Both the Army and the Navy honored him for his contribution to the war effort for his work in organizing Philco's production of radar and ordnance.

For the last four years he was President of the Huntingdon Valley Country Club. He also was a Trustee of Abington Memorial Hospital and a member of the Union League, the Masons, Cedarbrook Country Club, Germantown Cricket Club and Seaview Country Club, Absecon, N. J.

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PETRILLO REELECTED FOR 9TH TERM - 1500 TO 75; CRACKS LEWIS

President Truman, accused of having his eye on another term, should take a look at his friend, James Caesar Petrillo, re-elected President of the American Federation of Musicians for the ninth term. It was at the conclusion of the AFM convention at San Francisco and the voted was 1500 to 75. All other officers were re-elected.

In his speech acknowledging his re-election, Mr. Petrillo attacked John L. Lewis, President of the United Mine Workers, as "nuts" and an "unfaithful" labor leader.

Thanking the 1,000 delegates of his 237,000-member union for their support, the Chicagoan took the occasion to contrast the operation of his union with those which he called less democratic ones.

Referring to Mr. Lewis' abrupt withdrawals of his union's members from work, Mr. Petrillo asserted:

"John L. Lewis is nuts. I say he is not a faithful labor leader, and not faithful to America. Somebody had to say it, so I said it.

"I have a right to say it because I am a sincere labor leader. He tells those miners to take a week off, and they're hungry."

"I'm not criticizing anybody but Lewis", he declared, in a final flurry of gestures. "I'll take him on here, or on the radio or any place in America."

Houston, Tex., was chosen for the Union's 1950 convention.

In a major address, former Philadelphia broadcaster Samuel R. Rosenbaum, now Trustee for the recording industry's music performance fund, suggested that the 1,000 delegates consider means of tapping the revenues of juke boxes, pictures and radio for the benefit of the fund. He pointed to the $30,000,000 a year the juke boxes are grossing and the more than a billion a year of pictures. He added that radio, employing only 6,000 musicians, serves about 50,000,000 receiving sets.

When this was introduced in the form of a resolution, Petrillo objected saying he knew of no legal way to force royalty payments from radio or juke box industries unless new and helpful legislation was passed by Congress.

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NATIONAL MOBILE RADIO NET ENVISIONS 100 STATIONS BY 1950

Formation of the first national network of independent radiotelephone stations for mobile service to the general public was outlined in a statement filed with the Federal Communications Commission in behalf of the National Mobile Radio System.

Organization of the new interstate system is regarded as one of the most significant of recent radiocommunication developments. It will offer a practical low-cost means of communication between occupants of automobiles, trucks, buses and other vehicles with offices or homes hundreds of miles distant. It was said the network also has important potentialities as an auxiliary communications system in event of national emergency or disaster.

By August, the network expects to be in operation between Boston and Washington, so that subscribers at any point along main routes between those cities will be within reach of their offices or homes. One interstate trucking service operating between those points has already ordered radio equipment for its entire fleet. By 1950 it is expected at least 100 stations will be active in the new net.

Jeremiah Courtney, counsel for the National Mobile Radio System, said that its membership and applicants already include a substantial percentage of the independent miscellaneous common carrier stations now in operation in the large urban centers of the United States.

Mobile radiotelephone facilities for the public are a postwar development. In 1946, the FCC began to license independent applicants in many areas throughout the country to set up frequency-modulation (FM) transmitters, each with maximum range of 20 to 40 miles, to serve as radio message communications centers for individuals or corporations who wanted radiotelephones in their vehicles.

The system differs from the mobile radio service offered by telephone companies in that brief messages or conversation are relayed back and forth through the intermediary of a station operator, who receives them by telephone from one end and relays them by radio to the other, or vice versa. The station-to-vehicle communication usually requires only a matter of seconds, thus permitting a relatively large number of subscribers to utilize the service with little or no delay.

Independent stations have already been established in many cities, obtaining as early clients doctors, oxygen delivery and ambulance services, emergency cars of maintenance firms, automobile towing and repair services, local trucking concerns, and others. Recently, however, these stations received added encouragement in an important ruling of the FCC which rendered their present transmission channels permanent and added new ones. This ruling has given tremendous impetus to growth of existing stations and planning of new ones.

Much of the pioneering in the new field was done by owners of private telephone answering exchanges, who realized that radio transmitters would vastly enlarge their potential value to their communities. One of the first stations of this type in New York City was put in operation in 1947 by J. J. Freke-Hayes, owner of Telephone Exchange, one of the earliest telephone answering services in the United States. Of nearly 100 such exchanges now existing in principal cities, most are expected to affiliate with the National Mobile Radio System.

During the early part of 1949, station owners began to hold meetings to discuss procedures whereby, through inter-communication between stations, it would be possible for the driver of a truck or bus hundreds of miles away, for example, to report his position to his base dispatcher, who could then, if he wished, inform the driver to change his route, proceed on a revised schedule or otherwise meet changing traffic conditions. Outgrowth of the meetings was the formation of the national system, an arrangement which will make available to subscribers of any member station the facilities of all stations in the organization. The move is reminiscent of the linking of independent telephone companies into a national communications network in earlier days of the telephone service.

A technical coordinating committee, headed by Peter T. Kroeger, owner of stations in Trenton and New Brunswick, N. J., has been set up to integrate the communications facilities and practices of the various member stations of the network in order that the most efficient use may be made of the limited number of wavelengths assigned to the public radio services by the FCC. William S. Halstead, head of Communications Research Corporation, New York City, will serve as a consultant to the organization in developing new network operational techniques.

Officers of the National Mobile Radio System are Norman W. Medlar, Westchester Mobilfone System, Inc., White Plains, N. Y., President; Terence McCarthy, Telephone Exchange, New York City, Vice-President; J. F. Donovan, Autofone, Inc., Springfield, Mass., Treasurer, and George di Matteo, Secretarial Exchange, Inc., Newton, Mass., Secretary.

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TELEVISION BROADCAST ENGINEERS SEEK EQUIPMENT INFORMATION

Letters of inquiry have been sent by the Television Broadcasters' Association to every TV station in the U.S. seeking opinions of station engineers with respect to interchangeability of equipment now in use.

A sub-committee of the Association, prepared the inquiry, pointing out that "a broadcaster who enters the television field with equipment of one manufacturer encounters difficulty in the practical adaptation to his plant of new equipment originating with a different manufacturer. This, it is believed, will quickly result in a lack of flexibility in utilizing new and desirable apparatus."

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NEW ANTENNA ATOP CHRYSLER BLDG., N.Y., TO DOUBLE WCBS-TV POWER

The effective radiated power of CBS Television Station WCBS-TV, New York, will be doubled after June 20, with the object of making available an improved picture signal to viewers on Channel 2.

Doubling of the effective radiated power is expected to result from the placing in operation of two layers of a new specially-designed and constructed four-layer, 16-element dipole antenna system atop the Chrysler Tower, 913 feet above the street.

Rigging of the antenna elements, final phase in the installation of the new WCBS-TV five-kilowatt transmitter, is going ahead on schedule. The remaining two layers of the system should be hoisted into position within another month, enabling WCBS-TV to radiate the maximum signal permissible under Federal Communications Commission regulations, and resulting in a still further improved picture signal. A new transmitter (which generates the WCBS-TV signals that are fed to the transmitting antenna) was placed in operation in February. The combined cost of the new transmitter and antenna system will run around $240,000.

The antenna array, four elements on each side of the Tower, will cover the New York and suburban areas. Both picture and audio signals will be transmitted via each unit.

Each antenna element weighs approximately 375 pounds, is seven feet long, seven inches in diameter and projects four feet from the face of the building. It was impossible to assemble them inside the Tower because of their size and the narrowness of the windows. Therefore, they were assembled on a platform rigged 865 feet above street level, and hoisted up the outside of the spire to a window position, where the stem end is pulled in and anchored inside.

Public safety was taken into consideration in the design of the antenna. To prevent ice forming on the dipoles, breaking off and falling to the street below, heating units are incorporated in each element. Surprisingly, these heating units require more power to operate than the transmitter.

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TELLS EDUCATORS DOES NO GOOD TO BROADCAST INTO THIN AIR

Advising the American College Public Relations Association, Wayne Coy, Chairman of the Federal Communications Commission, said:

"Educators should work with the broadcasters to experiment and develop programs suitable for classroom use and other programs suitable for adult education in the home. And those adult education programs must be aired at a good listening time. But on the other hand, Educators will not be doing the job if they try to bring Dark Age classroom methods to the mid-Twentieth Century medium of television. It does no good to broadcast into thin air. They must try to get some of the enthusiasm, the ingenuity and the drama of commercial programs into their video teaching. In this connection, the educator might echo the classic query of Rowland H ill: "Why should the Devil have all the good tunes?"

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SPORTS' PROMOTERS COOLER TO TV, NOTED WRITER OBSERVES

That the honeymoon of the televising of professional sports is over and that promoters are appraising it with considerably less enthusiasm than in previous years, is the observation of Shirley Povich, nationally known sports writer of The Washington Post. Mr. Povich, however, cites a notable exception in George Marshall, of the Washington, D. C. Redskins.

"Where once the luster of television loot enthralled the pro football promoters who rushed into hasty nuptials with video, the tarnish has begun to show", Povich writes. "The new proprietors of the Philadelphia Eagles last week announced they were fed up. The New York Giants also booted television out of their park.

"Theirs, they confessed, had been the merchandising sin of giving their products away. The impact of television on attendance and gate receipts wasn't being offset by sponsors' fees.

"The Eagles took direct action, and bluntly. 'Too many fans told us they were cancelling season tickets because they had television sets and would watch our games at home', they announced. 'We can't pay our players' salaries with television audiences.'

"In Chicago, the Bears and Cardinals who never did go for blanket sales of their television rights, are again proceeding cautiously. They are recognizing the threat of slackening attendance because of video when they meet the lesser drawing cards among the league teams. Only when those teams are convinced they have sell-out attractions, are they going to permit telecasts.

"The Redskins alone in the National Football League have gone whol-hog for television and in fact are preening themselves on their decision to brazen it out when other clubs are quitting.

"'It's the greatest sales medium pro football has ever had', says Redskin President George Marshall, 51 per cent owner of the team, who is swaggering more than somewhat. 'It will never keep people away from games. In reality, it's making more fans and customers for us.'

"Marshall envisions even greater and more beneficial effects of the telecasts. 'Eventually, pro football will be televised to large picture theater audiences and that will do such a good job of selling the game the stadiums will be too small', he says.

"He also points out: 'We televised our home games in 1947 and 1948 and had two biggest years in our history. In 1947, we filled every available seat for six games, drawing 214,863 customers. In 1948, we drew 195,513 when we played a weaker schedule.'

"But if the case that Marshall builds up for television leaves New York, Philadelphia and Chicago still unconvinced, that is understandable, too. They know Marshall's peculiarly favorable position in Washington where the pro football frenzy is unmatched by any other city, and where more season tickets are always sold than in any other town in the league.

"They know, too, about Washington's favorable weather and are not willing to judge Washington conditions for their own. And they can be wary of some of Marshall's claims of how television is promoting box-office interest.

"When the Redskins drew their record attendance of 214,863 in 1947, television w as no threat to attendance tapped by such items as 15 per cent rental and 40 per cent of the receipts to the visiting clubs, is equivalent to nearly $200,000 in gate receipts.

"However, the visiting teams may not look kindly upon any sacrifice of attendance in Washington to enable the Redskins to profit handsomely from the video and radio receipts. Visiting clubs don't share in any of the latter and they have been accustomed to taking big checks out of capacity-filled Griffith Stadium. They may have something to say, if they are hurt too badly at the gate.

"It could bring about a rewriting of the league's rules with respect to radio and television receipts, with the visiting clubs demanding that they be cut in wherever the rights are sold. Their property rights in games played in Washington are fully as protected as the Redskins if they choose to enforce them, and in any show-down in a league meeting they could outvote Marshall and crowd aboard his gravy train.

"Other clubs in the league have a new incentive to wring more revenue out of their franchises, whether at home or on the road. At the league's December meeting, the guarantees to visiting clubs were upped from $15,000 to $20,000 for each game. That figure is no burden to the Redskins whose season-ticket sale covers that nut nicely, but in Pittsburgh, in Philadelphia, Detroit, New York and Green Bay such a guarantee can cut heavily into the profits, if any, and those teams may take another and coveting look at Washington's favorable position."

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USE OF HOOVER TRANSCRIPTIONS CALLED DESPICABLE BUT LEGAL

Republican use of Herbert Hoover transcripts for political purposes is "despicable" but can't be stopped by law, Senator Johnson (D), Colorado, said this week.

Senator Johnson is Chairman of the Senate Interstate and Foreign Commerce Committee which writes radio law. He said in answer to questions that any attempt to ban or limit the use of radio transcriptions would violate free speech.

"Public opinion and individual good taste are the only ways it can be kept within the bounds of human decency", he told the United Press.

Senator Johnson referred to the recent Democratic complaint that the Republicans used parts of a radio interview with former President Hoover to put a political slant on Government reorganization plans proposed by the bipartisan commission which Mr. Hoover headed.

Senator Johnson said there is no law against the use of recorded quotations, in part or in full. The Federal Communications Commission's only rule on the subject is that transcribed programs

be labeled as such so that the listener will not get the idea he is hearing live talent.

"But in this case", Senator Johnson said, "it is a despicable thing because it destroys the work of the Hoover Commission and is a deliberate distortion of what he had to say.

"Mr. Hoover approached this work on a high plane of non-partisanship in an effort to help the Government. The Republicans have sabotaged it by pushing it into the political arena and by giving it a political implication."

Mr. Hoover himself issued a statement that no one has a "moral right to rebroadcast them in part with additions of their own." He said that would "distort their objectivity and non-partisanship."

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SARNOFF'S WRONG DOOR WAS RIGHT

Few people know that David Sarnoff, Chairman of the Board of the Radio Corporation of America, once dreamed of becoming a newspaperman. The story was well told in Parade, syndicated magazine supplement of a large number of newspapers, last Sunday:

"Like many another poor boy, David Sarnoff sold newspapers on the streets of New York. He sold them, however, and he didn't go to work for one. Thereby hangs a tale and also a career.

"As a news hawker, young Sarnoff's beat was in the mid-town Herald Square district, where most newspaper plants were located nearly 50 years ago.

"The district swarmed with reporters, a professional type never known for its haberdashery, but perhaps more elegantly dressed then than now. In any event, young Sarnoff soon dreamed of writing the lead stories for the New York Herald and of carrying a gold-capped cane when he interviewed Andrew Carnegie.

"One day a steady customer, a rather ornate rewrite man for the Herald, bought a paper and asked how things were. 'Fine', said Sarnoff, and popped the question: 'How can I get to be a reporter?'

"'Nothing to it', replied the journalist in a large manner. 'Come around tomorrow.'

"Young Sarnoff started out on the morrow with a head full of fancies, most of them in the form of by-lines. So enchanted was he by these amiable images that he walked right past the newspaper office, and in the entry of the business next door. Before he knew what had happened, he had asked for a job, had had an interview, and had found himself an employee of the Commercial Cable Company at the substantial fee of $5 per week.

"Weeks went by, and drifting with them went newspaper aspirations. Sarnoff thought more and more of the Morse code (which he promptly learned), and less and less of deadlines. Eventually, he decided that newspapers were strictly for reading, and that communications would be his career.

"He followed it with Commercial Cable, with Marconi Wireless Telegraph Company, and ultimately with Radio Corporation of America (RCA), when this giant absorbed Marconi in 1919. In 1930, at 39, Sarnoff became, not assistant night city editor, but president of R.C.A. Two years ago he became Chairman. It shows what happens to young men who have dreams."

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STATE DIRECTORS' TV AND RADIO EDUCATION CONFERENCE CALLED

Chief State School Officers have been invited to designate representatives of their respective States to attend a Conference of State Directors of Audio-Visual and Radio Education to be held in Chicago, Illinois, August 2-3, 1949.

The Conference, sponsored by the Office of Education, Federal Security Agency, will consider current problems in the field of audio-visual and radio education.

Commissioner of Education Earl J. McGrath, FSA, pointed out that this was the first conference of this group called by the Office of Education and that it indicated the growing importance that educators are giving these new techniques of instruction.

The Conference will be held during the period when many State Directors will be in Chicago a ttending the annual Visual Education Convention.

Floyde E. Brooker, Chief, Visual Aids to Education, and Franklin Dunham, Chief, Educational Uses of Radio Section, Office of Education, are planning the conference agenda.

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CARSON, FTC NOMINATION, HELD UP; RECESS APPOINTMENT SEEN

The appointment of John Carson, liberal Republican to the Federal Trade Commission, has been quietly pigeon-holed in the Senate Interstate Commerce Committee.

No announcement has been made of this. But no hearings will be held on Carson, and the secret plan is to let his appointment expire with the adjournment of this session, Robert S. Allen, former partner of Drew Pearson, who now has his own syndicate, writes.

The outcries against Carson, as against the confirmation of Leland Olds for another term on the Federal Power Commission, Mr. Allen states, range from "New Dealers" to "Leftists". Allen continues:

"Leading foes of Carson are the National Association of Manufacturers, National Retail Dry Goods Association, and the Advertising Federation of America. The last-named charged that Carson's five brothers and one sister are registered Democrats in Indiana. Actually, only one brother is living, and the sister died 55 years ago, at the age of 5.

"Vigorously supporting Carson are James Twohy, Director of the Investors Syndicate of Minneapolis, Msgr. L. G. Ligutti, Executive Secretary of the National Catholic Rural Life Conference; William Green, AFL President; James Carey, CIO Secretary-Treasurer, and C.L. Brody, Executive Secretary of the Michigan Farm Bureau Federation.

"If Carson and Olds are not confirmed at this session, President Truman will give them recess appointments. He has made that clear in private comments."

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HAIL BALTIMORE GAG RULE REVERSAL

Radio and press were jubilant over the reversal of the contempt convictions of three Baltimore radio stations who were fined for publishing certain crime news.

"The decision", Justin Miller, President of the National Association of Broadcasters, said, "coming as it does at the end of the historic week whose beginning saw the modification of the 'Mayflower rule' which had gagged the right of broadcasters to express opinions, gives us another graphic proof of the old truth that we can never lose by standing on fundamental rights.

"As in the case of the 'Mayflowerrule' report by the FCC, this Maryland decision falls somewhat short of the complete declaration of unconstitutionality we could have wished for Rule 904. But courts, like administrative agencies, are, naturally, reluctant to admit error and its correction, customarily, comes in a series of decisions."

The Washington Post spoke editorially:

"In upsetting an important section of the Baltimore press-gag rule, the Maryland Court of Appeals has done far more than merely advance the freedom of newspapers and radio stations to report crime news. It has restored the balance between two relative rights, that of a fair trial and that of a free press, neither of which can be exclusive in a free society.

"What the Court of Appeals has done is to chip away at a bad rule by removing the penalties for publication. It found invalid the section of the rule which banned publication of any matter obtained through violation of the rule itself. Previously Judge John B. Gray of the Circuit Court, while upholding the contempt, had declared that the section on possible interference with the administration of justice was too broad.

"This newspaper does not in the least condone the excesses of sensationalism that sometimes attend criminal trials. But the cure for these abuses is not a blanket rule that penalizes all newspapers and radio stations in advance for something they might do, that deprives the public of its rightful check on the activities of police and the courts. In reporting the facts, such media are agents of society as a whole. The courts were not intended to be flimsy institutions insulated from the public; and judges have now, as always, the residual power to punish for contempt in cases of clear and present danger to the administration of justice.

"Such a case was not present in the Baltimore convictions. As Judge William L. Henderson put it for the Circuit Court majority:

"'Trials cannot be held in a vacuum hermetically sealed against rumor and report. If a mere disclosure of the general nature of the evidence relied on would vitiate a subsequent trial, few verdicts would stand.'"

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A.T.& T. IS ACCUSED OF "VICIOUS MONOPOLY" BY PHILIP MURRAY

Philip Murray, CIO President, said last Sunday night in Chicago that the American Telephone & Telegraph Co. is attempting to break the 'phone workers' union and that "they (the A. T. & T.) may go to hell with my compliments."

He made the statements, according to the Associated Press, in an address to the organization committee of the CIO telephone workers at their convention banquet.

Mr. Murray called the A. T. & T. "the most visious monopoly in America", and added:

"I don't often run amok, but I'd take on A. T. & T. tomorrow. Walter S. Gifford, Chairman of the Board of Directors of A. T. & T., is made of the same clay as any telephone worker or any other citizen of the United States."

Mr. Murray said the company is treating contracts "which I consider sacred, as scraps of paper", but that it "will discover to its complete amazement that it is not big enough to get away with this."

The company, Mr. Murray said, has filed decertification petitions with the National Labor Relations Board on the grounds that the Communication Workers of America, formerly an independent union, has changed affiliation. The union received a CIO charter May 9.

A company spokesman in New York said the A. T. & T. has no comment on Mr. Murray's remarks. On the matter of union certification, however, he said "the various operating companies of the Bell System, in requesting elections of the NLRB, have already indicated that they were so doing simply in order that they might obtain assurance, through such elections, that the CWA-CIO was the preference of their employees."

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COURT UPHOLDS TENANT'S RIGHT TO APARTMENT HOUSE TV AERIAL

John T. Bonner, a Washington, D. C. attorney, will keep his television aerial for an indefinite time, despite intent of owners of his apartment to take it down.

Judge Matthew F. McGuire granted a preliminary injunction to Bonner in Federal District Court last week when defendants in the action and their counsel failed to appear. Judge McGuire had granted Bonner a temporary restraining order on June 1.

Defendants are listed as Abram and Minnie Kay, 4800 17th St. N.W.; George Wasserman, 816 F St., N.W.; and Louis C and Celia K. Goldbert, 3421 Garrison St., N.W., Washington. They are owners of the building at 4204 Kaywood Drive, Mount Rainier, Md., where Mr. Bonner lives. They, Bonner charged, told him to take it down or they would.

In his suit, Bonner contended he was granted permission for the aerial by the defendants' agent; that his set won't operate without it. No date was set for hearing on a permanent injunction.

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::: SCISSORS AND PASTE :::

Manager's Idea Of Four-Figure TV Salary Is $85.60

(Hal Brock, Manager, KNBH-NBC Hollywood, in "Hollywood Reporter")

There are, generally speaking, two types of individuals who are interested in and hopeful of making an entry into TV. The first type are the characters who merely want in because "it's the coming thing" or "you meet so many interesting people." We can eliminate them from this discussion.* * * *

We come then to the many who are genuinely, sincerely interested in securing a toe-hold on TV. Of this group there are three classes whose prospects of getting this toe-hold are most remote.

The first is the man or woman who has had no previous experience in television, or in any of the so-called allied industries, such as radio, films, the theatre or advertising.

There are just too many excellent prospects waiting outside the door to spend time teaching the basic facts to a completely inexperienced person. Television is forging ahead too rapidly to stand by on one foot while a novice pantingly struggles to catch up with the parade.

This formula applies as well to the second class, the eager beaver graduates of almost all television schools. Of all the hundreds of establishments throughout the United States who are teaching television engineering, or writing, or whatnot, there may be some that are excellent. I don't know. I do know that the average video station hasn't the time or the payroll to be a university as well as an employer.

In the third category are the extremely capable people, many with vast experience and background, who are willing to come in and work for free. But this is an unfair proposition, and a two-way stretch at that. It's unfair to the station because after the free talent has soaked up all the knowledge and experience he desires he can blithely fly away to greener fields, leaving the station operator to repeat the tutoring job all over again. Furthermore, it's unfair to the party of the first part, whether he be producer, writer, director, cameraman, actor, electrician or secnic designer. I am not assuming a holier than thou attitude in saying this, but I maintain that NBC Television, at least, has no desire to pick anyone's brains or talents. To be a fair deal, there must be some compensation.* * * * *

Many people think they can step into television today and command a four-figure salary comparable to motion picture or radio standards, whereas in television right now our idea of a four-figure salary is $85.60. Some of my contemporaries thought $85.60 was rather high, and justifiably so in view of television's uphill economic crawl.

* * * * * Let us take a look at the personnel currently operating KNBH for NBC in Hollywood. About 50 percent of our employees came from the radio side of the house. Most of these are engineers with considerable experience in radio, and a dozen or so have been in television anywhere from two to ten years.

In the program department the personnel includes men with years in the theatre, films, radio and advertising. Happily, we also have several who were in on the pioneering of television in New York.

So no one field has an edge over the other. It takes people with all types of experience to make a well-rounded operation. They must have their feet on the ground, and no heads in the clouds, because television is starkly realistic, especially from an economic viewpoint. There are no big budgets and no big salaries.

* * * * *Most of the present television personnel have been carefully selected from the best available qualified people. As this new medium grows, perhaps there will be a place for the four-figure salaries, and even for the experts who know all the answers. Maybe, but it's not just around the corner.

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Radio More Than Holding Own In Cleveland Despite TV
("Variety")

Despite mounting sales of television sets in Greater Cleveland's prime listening area, AM outlets continue to hold fast to a solid advertising base.

Top AM consensus is that even with more than 60,000 video sets in the area, WEWS and WNBK won't dent the advertising train for at least three to five years. Cleveland's five major radio outlets say that in the almost two years of TV operations, the number of local accounts that have switched from AM to TV can be counted on one hand.

In fact, two stations report billings are up this year; the other three indicate they haven't suffered any loss.

Berle, Of Radio, Television, Tries Columning
("Editor & Publisher")

Cole Porter recently called Milton Berle and told him the American Society of Composers, Authors and Publishers wanted him for their dinner. Says Berle: "I was surprised - they usually have steak."

The comedian, television's first and biggest luminary, will get off Berlisms like the above in a five-times-a-week column to be syndicated by McNaught. His 200-word column will appear in the New York Sun.* * * *

The 40-year old comic has tackled vaudeville, night-club entertainment, legitimate stage, radio, screen and video. His greatest success has been in the field of television where his NBC one-hour variety show has won him a New York Hooperating of 80, the highest of any regular TV or radio program. His radio show has gained added listeners due to his television popularity.

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TRADE NOTES

Neither confirming or denying that he was the author of "An ABC of the FCC", a Government Printing Office best seller (See HNS June 8, Page 5), George O. Gillingham, 4-Starr FCC Press Representative, said: "I am firmly convinced of the fact that information men should be read but never mentioned."

Judge Samuel H. Kaufman, presiding judge in the Federal trial of Alger Hiss on perjury charges, once served as General Counsel of the Federal Communications Commission.

The Board of Directors of the Radio Manufacturers' Association, will be host to the Board of Directors of the Canadian RMA on September 15-16 at White Sulphur Springs, West Va.

The joint Canadian-U.S. industrial conference, which will be the sixth such meeting sponsored by the two trade associations, was formerly scheduled to be held at the Homestead, Hot Springs, Va., Sept. 29-30. The change was necessitated by the fact that the annual RMA convention was held in May this year instead of June, as usually.

The U.S. RMA Board of Directors was entertained last year in Toronto by the Canadian Radio Manufacturers' Association.

A Canadian subsidiary to manufacture fluorescent lamps and other lighting equipment has been formed by Sylvania Electric Products, Inc., it was announced this week by Don G. Mitchell, President of the parent company. The new company will be known as Sylvania Electric (Canada) Ltd. It has leased a plant from the city of Drummondville in the Province of Quebec. F. J. Healy is president; R. H. Bishop, Vice-President; William O'Keefe, Secretary, and M. F. Balcom, Treasurer.

Imports of radio receivers into Cuba totaled 85,929 sets in 1948. Imports in 1947 were 147,133. Radio receivers are not produced in that country, the U. S. Foreign Commerce Weekly advises.

Sale of complete transmitter and studio television equipment to the Florida Broadcasting Company has been made by G.E. to the new television station WMBR-TV at Jacksonville.

The United States should "openly or otherwise" subsidize foreign newspapers and radio networks, Representative John D. Lodge, Republican, of Connecticut, said recently in a report on the United States Information Service, including the "Voice of America" programs.

"The American Army has for some time, and with good results, operated foreign-language newspapers in Germany, Austria and Trieste. Why cannot we, too, whenever it may seem advisable, openly or otherwise subsidize foreign news and radio networks?

"Why must we be so squeamish? Why should we take fatuous satisfaction in our unwillingness to resort to the methods which could create a less precarious peace?"

Sixty per cent of the Princeton graduates this week were veterans of World War II. In this group was a 26-year old resident of Fitchburg, Mass., who was applauded as he faced Dr. Willis Dodds, University President. He is John Kenneth Dupress, a blind combat veteran, who received his Bachelor of Arts degree with honors in psychology. He was escorted before Dr. Dodds by Judson Decker of Waterloo, Iowa, a classmate.

Mr. Dupress, who lost his sight and his left hand in a Nazi prison camp in December, 1944, took his assignments and lecture notes on either wire or vinylite disks. This led him to an interest in electronics and resulted in his forming his own concern, the Marquis Recording Company. He intends to make electronics his career.

Dr. Leon Levy, President of WCAU-TV, owned by the Philadelphia Bulletin, said, testifying in a suit seeking to restrain the Pennsylvania State Board of Census from censoring television movies, that the Bulletin television station had operated at a loss for the first year. He said 25% of the operating costs are now supported by advertising, and more is needed to operate television at a profit.

BBC engineers collaborating with British manufacturers, are actively engaged on the exploitation of light-weight television outside-broadcast equipment. The aim is to extend the scope of television outside-broadcasts and to increase the speed with which the equipment can be set up, so that events of exceptional topical interest can be televised. In particular, an improved radio-link has been developed to transmit television pictures from the cameras to the television s tation.

This equipment, which works on the extremely short wavelength of 4-1/2 centimetres, is now being tested, and exceptionally clear pictures free from all interference are at present being received.

At these extremely short wavelengths the aerial can be made to concentrate the radio waves into a very narrow beam, rather as a searchlight does. The transmitting and receiving apparatus is light and easy to carry, and thus marks an important advance from the apparatus used for this purpose by the BBC before the war, which filled two large motor-lorries.

Television set ownership in the WLW-T viewing area of Cincinnati has increased 112 percent since January 1.

As of June 1, there were an estimated 26,500 sets in the station's area, according to the Crosley Broadcasting Corporation. The figure for January 1 was 12,500.

The set gain in the latest month was 3,500, representing a 15 percent increase over the 23,000 reported May 1.

Set figures compiled by the station are checked and adjusted with those of Pulse, Inc., each month.

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HEINL NEWS SERVICE

Radio — Television — FM — Communications

2400 California Street, N. W. Washington 8, D. C.

Robert D. Heinl, *Editor*

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No. 1879

June 22, 1949

"WHAT ARE CUSTOMS OF UTAH?" "VOICE OF AMERICA" FAN ASKS

As evidence of the value of the "Voice of America" and the fact that it is getting through to the people abroad, a State Department bulletin cites not only the number of letters received from listeners during a two months' period but as an example of the type of fan mail which comes from abroad was a letter from a listener in Angleur, Belgium, who asked: "What are the occupations and customs of the State of Utah, particularly Salt Lake City?"

Listeners from other countries were quoted but no mention of Russia was made. Neither were any letters printed, or is there anything elsewhere in the story, critical of the "Voice of America."

The report, which apparently was intended to be all peaches and cream, follows:

"Foreign mail response to 'Voice of America' broadcasts has increased greatly during the first two months of 1949, the Department of State announced recently. Analyses of this mail show that the 'Voice' programs, which broadcast world news, information about America, music and other features in 20 languages, have become a 'must' for a world-wide audience of millions.

"The growing amount of mail which the 'Voice of America' is receiving, totalling over 38,000 letters in January and February, is classified into three main groups: requests for information; comments on the 'Voice' programs; and requests for broadcasting schedules. Since October, 1948, 53,000 'Voice of America' listeners have requested these short-wave radio schedules and their names have been added to the permanent mailing list of approximately 400,000 names which the Department of State now maintains.

"The large number of letters requesting information reveal the great interest which 'Voice of America' listeners have in all phases of America life -- both past and present. For instance, from Milan, Italy, comes the question, 'Who was General Winfield Scott?'; from Stazzano, Italy, a listener asks, 'What are the technical innovations in American railroading?'

"Letters containing comments on the 'Voice of America programs are the most useful type of response for the 'Voice' planning staff as they tell what kind of programs are best liked by the world-wide listeners. A typical comment on one of the programs comes from Belo Horizonte, Brazil, where a listener writes, 'A few days ago I had the pleasure of listening to "Gulliver's Travels" in your broadcast to the Pacific, which I found very interesting indeed. If it is not too much trouble, I'd like to receive the script; my aim is to put it on the air through one of our stations with an all-student cast.' Another comment comes from the Dominican Republic and states that 'The programs I prefer are those which portray different aspects of life in your country, and those of classical music and

American folklore.' And from Kassel, Germany, a comment is received which amply repays the planning staff for its labors: 'I believe I speak for millions of German listeners when I declare that your transmissions form the most valuable part of my daily radio program.'"

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PETRILLO TAKES ANOTHER SHOT AT JOHN L. LEWIS

Following a verbal attack he made on John L. Lewis, President of the United Mine Workers, James C. Petrillo, President of the American Federation of Musicians at the AFM Convention in San Francisco, Mr. Petrillo again went out of his way last Monday to blast John L. by wiring Senator Paul H. Douglas of Illinois that labor had been betrayed by Lewis rather than by administration amendments to pending labor legislation. He urged Mr. Douglas to work for the best labor legislation possible in this session of Congress.

"I say that 98 per cent of labor, while favoring entire repeal of the Taft-Hartley Act, are for any measure that you and the rest of the liberal Senators can give us," Mr. Petrillo said. "Mr. Lewis says he wants all or nothing. That is the rule-or-ruin policy he has always followed.

"The labor movement is satisfied that the Administration Democrats and liberal Republicans are giving labor the best kind of a bill possible and we appreciate it."

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TELEVISION TECHNIQUES TO BE TAUGHT AT COLUMBIA UNIVERSITY

Study of television techniques will be incorporated in 25 professional training courses to be offered during the 1949-50 academic year by Columbia University School of General Studies in cooperation with the National Broadcasting Company.

The teaching staff will be recruited largely from NBC network personnel, with the majority of courses to be given under working conditions in the NBC studios in Radio City, New York. Fourteen network executives are listed as instructors.

The curriculum has been designed to give fullest possible coverage of radio and TV. There will be courses in basic radio and TV, dramatic writing, news writing, promotion, publicity, news commentary, speech, announcing, acting, use of equipment, sound effects, audience research, international relations, production and direction, music and the documentary.

More than 400 persons from over 40 States and many foreign countries registered for the radio-TV courses last year.

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SYLVANIA FORMS TELEVISION PICTURE TUBE DIVISION

Sylvania Electric Products has formed a new division of Sylvania to specialize in the design, engineering and production of viewing tubes for television receivers. H. Ward Zimmer, Vice-President in Charge of Operations said that the new Television Picture Tube Division will establish headquarters at Seneca Falls, New York, and that it will continue operations in plants there, at Ottawa, Ohio, and Emporium, Pennsylvania, which were formerly operated by the cathode ray department of the Radio Division. W. H. Lamb, formerly General Manufacturing Manager for television tubes, who has been associated with Sylvania's tube production since 1933, has been appointed General Manager of the new division.

The Company has greatly expanded production of television viewing tubes during the past eighteen months and is now one of the leading producers in this country. Current production includes sizes ranging from seven to sixteen inches, the latter being manufactured in all glass and metal types.

Sylvania's participation in the cathode ray tube industry began with organized research about sixteen years ago in plants at Emporium, Pa., and St. Marys, Pa. Mass production techniques, greatly improved during the past two years and used in all plants, were developed on a smaller scale during the war when Sylvania was one of the nation's largest producers of three and five inch radar scopes.

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NYU CONFERS SCIENCE DEGREE ON ENGSTROM, RCA RESEARCH V-P

The honorary degree of doctorate of Science was conferred by New York University last week on Dr. E. W. Engstrom, Vice-President in Charge of Research of the Radio Corporation of America. His citation read:

"Elmer William Engstrom - A native of Minnesota and an engineering graduate of the University of that State, his personal contributions as a research engineer to radio and electronic development, and notably to the incredible progress of television, command the forthright respect of his scientific peers. Vice president in charge of research of the Radio Corporation of America, he is one of that exclusive group of latter-day Promethians who not only illumines with his own brilliance, but who yokes the genius of fellow-Titans unrenowned for tractability into corporate resourcefulness and fecundity. President of the Industrial Research Institute, he is concerned moreover with the constant improvement of research activity throughout American industry as a buttress to our common wealth. In his residential community at the grass roots level he has no less proved himself the good citizen in various roles of civic leadership. For all of which, with unconscionable gusto, we would envelop him with the bondage of our honorary doctorate of Science."

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N. Y. TUNNEL EXPLOSION ALSO KNOCKED OUT "VOICE OF AMERICA"

A detailed report of the disaster at the Holland Tunnel in New York reveals that the fact that not only were three radio network programs suddenly disrupted but that the "Voice of America" was silenced.

The report appearing in Fire Engineering for June states:

"The explosions and fire resulted in what was characterized by the American Telephone and Telegraph Company as the worst communications failure in its history.

"Twenty minutes after the initial explosion, the intense heat in the tunnel had fused five A. T. & T. cables, each the diameter of a baseball bat, which were encased in conduits behind the tunnel's tiled walls for a quarter of a mile.

"Half of all long distance telephone circuits out of New York City to points south and west were cut off. Lines used by three radio networks and the State Department's 'Voice of America' were knocked out. Two coaxial tubes, leased to television companies for network telecasts were destroyed as were lines used by press agencies, banks, brokers, large corporations and the Western Union.

"According to the A. T. & T., 2,600 circuits for long distance phone calls were cut off, including main trunks to the Pacific Coast, Washington and points South and West.

"Fast and efficient work by company line workers resulted in 1,400 of the circuits being restored within twenty-four hours by re-routing. Ten minutes after the failure was discovered, the Western Union switched 200 important circuits to the West onto the company's high capacity micro-wave radio beam system.

"Radio programs were cut off or delayed for some time. No television programs were affected because none was on the air at that time. The telephoto wire used by news agencies was cut out for some time.

"Even before the wreckage was all removed, telephone repairmen in plastic helmets and rubber boots began the intricate job of splicing, together 2,976 long-line and 922 local toll circuits in the five telephone cables severed in the explosion. Rerouting on 1,550 other long line circuits and some 700 New York-New Jersey toll circuits enabled the several telephone and telegraph companies to keep up virtually normal service within a few hours of the blast. Only a few linemen could work in the tunnel at a time while crews of other agencies were removing debris and making other repairs."

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PLAN TO DUMP OVERSTOCKED TV SETS DISTURBS N. Y. DEALERS

New York department stores and other large retail outlets are ready to "dump" overstocked name brand television receivers at the first sign that "anybody else of size or consequence" follows the example of Macy's, New York. On Thursday of last week, Macy's advertised more than 250 sets at substantial reductions from original fair-traded prices and specifically named receiver producers - the first advertisement of its kind in the New York area.

Distributors of three of the name-brand sets, while disturbed by the store's action, said, according to The New York Times, that the Macy move was perfectly legal under the Feld-Crawford Act because units sold were either superseded models eligible for clearance reductions under the act or damaged floor samples.

A spokesman for Macy's denied that this assurance had been given to distributors.

An official of a large retail organization said there is a strong possibility that two well-known "aggressive radio and appliance chains" will soon run clearance insertions naming manufacturers of top brand sets. He said his concern is watching the situation carefully and at the first appearance of such a move "we will certainly get in on the act, too."

The Macy action, according to retailers, clearly indicates two developments in the local television market as follows:

1. Seriously heavy inventories of some receivers exist in department stores.

2. Macy's is determined to cease losing business to smaller retailers who regularly cut fair traded prices on television receivers while the store must maintain them in the face of careful manufacturer policing.

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DURR, EX-FCC, DEMANDS FBI SPY METHODS BE INVESTIGATED

President Clifford J. Durr of the National Lawyers Guild demanded this week that President Truman name a special citizens' committee to investigate FBI methods revealed by the Judith Coplon spy trial.

The former Federal Communications Commissioner said that while no detailed analysis of the FBI reports produced as evidence at the trial is available, newspaper accounts indicate a "dangerous trend toward a police state."

He added that the FBI is turning the country "into a Nation of snoopers," and "this is an issue that demands a searching inq uiry."

There seemed little likelihood Mr. Truman would reply.

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TV SET SALES INCREASE 50% AMONG INCOMES LESS THAN $2,000

A survey of more than 800 set owners made by Frank Mansfield, Sylvania Electric Products, Inc., Sales Research Director, confirms a trend in the television market which has seen sales steadily shifting from higher to lower income groups. Mr. Mansfield reported purchases of receivers increased 50 per cent among families with incomes less than $2,000 annually from December, 1948, through February of this year. In this period, he continued, set ownership increased 33 per cent among families with incomes between $2,000 and $5,000, and 30 per cent among families with incomes in excess of $5,000.

Mr. Mansfield said that 58 per cent of video sets now in use are owned by families with incomes less than $5,000 annually. He said that this economic group is the most important influence in television sales currently.

Results of the survey indicate a definite consumer resistance to higher price sets, according to Mr. Mansfield. Since the beginning of the current year, only 12 per cent of all receivers sold retailed for more than $515. In the last quarter of 1948 they represented 16 per cent of the total market. Mr. Mansfield said the survey also showed that nearly 50 per cent of sets sold in January and February this year listed for $335 or less.

Demand for lower priced units is apparent among families with incomes exceeding $5,000 annually as well asamong those in lower income brackets, Mr. Mansfield pointed out. During the first two months of this year, only 15 per cent of sets bought by the $5,000 group sold for more than $515. In the fourth quarter of 1948, 25 per cent of sets purchased by this group listed for more than $515.

The survey also found that in general, owners are satisfied with their sets. No undesirable characteristics were reported by 60.6 per cent of owners queried. In answer to the question, "If you had it to do all over again, would you buy a television set?", 94.4 per cent returned an affirmative answer.

Television receiver manufacturers are producing more television-radio-phonograph combinations than they are selling. The survey revealed that 35 per cent of all television-radio-phonograph combinations produced since 1946 are still in supply pipelines (factory, distributor and dealer stocks).

On the other hand, only 12 per cent of table models and 22.5 per cent of straight television console models turned out since 1946 are still "in the pipelines", according to Mr. Mansfield.

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WIDOW OF THAD BROWN, FCC, WEDS EX-REP. H. A. COFFIN, DETROIT

Mrs. Thad H. Brown, widow of Thad H. Brown, who for 12 years was a member of the Federal Communications Commission, and before that Secretary of State of Ohio, was married last week to former Representative Howard A. Coffin, of Detroit.

Members of the family who attended the ceremony, which took place in the Congregational Church of Manhassett, Long Island, included Thad Brown, Jr., radio counsel, of Washington, Mr. and Mrs. Richard Guild Coffin of Roslyn, Long Island, Deane Fiske Coffin of Detroit, Mich., and Mr. and Mrs. Duncan Edmonds of Boston, Mass.

Following the ceremony, Mr. and Mrs. Coffin left for New London, Conn., where they reviewed the Harvard-Yale boat races as guests of Rear Admiral James Fife on the Admiral's flagship.

The former Mrs. Brown is the Republican National Committee-woman of the District of Columbia, and a member of the strategy committee of the Republican National Committee. She has long been active in Ohio, national, and District of Columbia politics.

A columnist for the North American Newspaper Alliance, Inc., N. Y., Mrs. Coffin is an associate member of the American Newspaper Women's Club of Washington and a member of the Women's Board of the George Washington University Hospital.

Mr. Coffin represented the Thirteenth Michigan District as a member of the Eightieth Congress. He was formerly President of the White Star Refining Co., an official of the Socony-Vacuum Oil Co., Inc., and an official of the Cadillac Motor Car Co., Detroit. He is at present senior partner of the Industrial Service Bureau, Washington.

Mr. Coffin was President of the Detroit Community Fund for 10 years, member of the Board of Directors of the Detroit Economic Club, Trustee of Brown University, and President of the National and International YMCA. Among his clubs are the Detroit Golf Club, and Burning Tree Golf Club of Washington. While in Washington, Mr. Coffin has made his home at the University Club. In Detroit his residence is at 19347 Berkley Road, and Old Acres, his farm at Rochester, Mich.

After July 1st, Mr. and Mrs. Coffin will make their home at 2206 Wyoming Avenue, N. W., in Washington.

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LAMME MEDAL TO ZWORYKIN - "OUTSTANDING TV CONTRIBUTION"

Dr. Vladimir K. Zworykin, Vice President and Technical Consultant of the RCA Laboratories Division, today (Wednesday, June 22) received the Lamme Medal, an outstanding award for scientific and technical achievement, from the American Institute of Electrical Engineers at its annual meeting at Swampscott, Mass.

Dr. Zworykin was awarded the medal "for his outstanding contribution to the concept and design of electronic apparatus basic to modern television." The medal, established in 1928 through a bequest of Benjamin Garver Lamme, Chief Engineer of the Westinghouse Electric & Manufacturing Company, was presented by Everett S. Lee, Institute President.

Brig. General David Sarnoff, Chairman of the Board of RCA, in presenting Dr. Zworykin, hailed him as the "scientist extraordinary of this age" and recalled highlights of the host of scientific contributions achieved by the medalist since his arrival in this country 30 years ago.

"His great love was television," General Sarnoff said, "and he worked tirelessly toward the goal of an all-electronic system that would some day prove to be the world's greatest means of mass communication, education and entertainment. His first achievement was development of the basic principles of the now famous Iconoscope tube. Then he began working on an over-all system incorporating this new electronic 'eye'. To achieve this he also developed the Kinescope, or television picture tube, for the receiver."

With the development of these tubes, the television tide turned from the mechanical to the electronic system, General Sarnoff pointed out. "...In 1929 he demonstrated all-electronic television publicly for the first time, proving that it was far superior to the old mechanical system with its motor and revolving disc. Scanning was done electronically and the picture was reproduced electronically."

General Sarnoff cited other developments to which Dr. Zworykin has lent his great talents: secondary emission multipliers, image tubes, the electron microscope, and a universal electronic computer, which may open the door to weather prediction and control beyond anything yet achieved.

In accepting the medal, Dr. Zworykin said that the rise of the scientist in public esteem presented an opportunity for the re-examination of the engineer, not only as a contributor to our standard of living but to the progress of science itself.

"The man in the street becomes conscious of scientific advances only as the engineer translates them into an instrument, a manufacturing process, or a machine," Dr. Zworykin stated. "The strategic importance of the engineer in making products of scientific discovery available to the public becomes evident when, for

prolonged periods, a scientific discovery remains dormant because engineering talent is not applied to its utilization."

Pointing out that we ordinarily think of engineering development following scientific discovery, Dr. Zworykin declared that, "At the moment we are more interested in the fact that engineering progress uniformly promotes scientific discovery by giving the scientist tools of increasing effectiveness.

"The present development of nuclear science appears inconceivable without the assistance received from the electronic industry in the form of high-power oscillator tubes and control equipment of all kinds. The same applies to the study of cosmic rays, the research into the nature of the electron through the study of atomic resonances, and almost every other problem in the forefront of present-day scientific interest."

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BIGGER AUDIENCES FOR NETWORK ADVERTISERS THAN EVER BEFORE

That more people are listening to the radio than ever before is a claim made by the Columbia Broadcasting System which in a recent ad stated:

"We thought we knew a great deal about why people listen to the radio. From all kinds of statistics we knew that Radio has been the most popular influence in American life in the present century.

"But no kind of statistics can ever define the structure of a love affair. Any more than they can fully explain why more Americans today are more involved with Radio than ever before.

"What, for instance, made the American people add 13 million radio sets last year to the 77 million they owned the year before?

"What made them listen to these sets more than the year before - for an average of 4 hours and 25 minutes a day?

"And why did they do this extra listening in the face of having many more things to do - like reading bigger and fatter newspapers and magazines, w atching television, having more cars to ride in?

"Whatever the reason, the result is that the network advertiser is getting bigger audiences today than ever before, and is getting them at less cost - 6% less than in 1947."

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FCC ISSUES TELEPHONE, TELEGRAPH, RADIO PRIMER

The Federal Communications Commission has just issued a new booklet, "Telephone and Telegraph - A primer about wire, cable, and radio common carriers - their development, operation and regulation."

This is the third of a series of public information pamphlets about the Federal Communications Commission and its work. The first of these, "An ABC of the FCC," concerns the Commission and its general functions. The second, "Radio - A Public Primer", deals with broadcast and other radio services. Hence this third issue is devoted to common-carrier communication - public telegraph and telephone by means of land wire, ocean cable, and radio.

These publications are not distributed by the Federal Communications Commission but are sold by the Superintendent of Documents, Government Printing Office, Washington 25, D. C., for 5, 10, and 10 cents a copy, respectively.

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I. T. & T. TO REORGANIZE GREECE'S TELECOMMUNICATIONS SYSTEM

Plans for the reorganization of Greece's telecommunications system were announced Monday by the International Telephone & Telegraph Corporation, as the result of the signing of a technical advisory contract between the I. T. & T. and the Government of the Kingdom of Greece. The program is being sponsored by the Economic Cooperation Administration in Greece.

Under the terms of the agreement, I. T. & T. will furnish a staff of six communication experts who will advise and assist the Greek Government in the reorganization, reconstruction, and improvement otherwise of its existing facilities.

The Greek Government, under a plan proposed by ECA, will merge all present public telecommunication facilities into a single, autonomous company, free of governmental or ministerial control, but subject to governmental regulation as to rates and methods of financing.

The systems to be merged will be those of the Ministry of Posts, Telegraphs and Telephones, operating long distance telephone and telegraph networks, and those of the Hellenic Telephone Company (AETE), operating the urban automatic telephone systems in towns and cities having exchanges of 100 lines or more. The new company will be known as "The Organization of Telecommunications of Greece." (OTE).

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SUPREME COURT MAY GET BALTIMORE RADIO GAG CASE

Attorney General Hall Hammond may ask the Supreme Court of the United States for a definitive ruling on Baltimore's crime-news gag rule which was virtually abolished June 9 by the State Court of Appeals.

The appellate court reversed convictions of three radio stations and a news commentator on contempt charges growing out of an alleged violation of Rule 904 of the Baltimore Supreme Bench.

Backing up the decision favoring the radio station, Editor & Publisher said:

"The Maryland Court of Appeals verdict reversing the contempt convictions of three Baltimore radio stations is another victory in the long struggle to uphold the free press guarantee in this country. Although newspapers were not directly involved in the contempt actions, they did participate in the court battle. The 'gag rule' of the Baltimore Supreme Bench applied to newspapers and radio alike.

"Rule 904 is now wiped out insofar as it has any bearing on publication of crime news. Theoretically, those portions of the rule still stand prohibiting law enforcement officers from making statements or revealing information about an accused person. But the State Attorney General believes the rule 'is definitely gone'.

"Those two sections of Rule 904 banning publication of certain types of crime news have been declared invalid by the appellate court will be upheld. In view of recent decisions of the high court we don't see how a contrary decision could be reached.

"Now, after ten years, responsibility for publication has been restored to the newspapers and radio stations in Baltimore where it should be. The censorship imposed by the Baltimore judges has been removed."

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GENERAL ELECTRIC LAYS OFF 350 TELEVISION EMPLOYEES

General Electric Company this week announced the permanent layoff of about 350 employees in its Television Receiver Assembly Division at Electronics Park at Syracuse, N. Y., with the layoffs effective tomorrow (Thursday, June 23 and Friday (June 24).

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A BANG-UP FM, AM, TV SURVEY THAT DIDN'T COST A CENT

Here is how George M. Ives, President WRGK-FM, Brookfield, Ill., 13 miles from Chicago, solved the problem of conducting an audience survey that was inexpensive.

Telling the story to the FM Association in Washington, Mr. Ives wrote:

"x x x We have carried a good deal of free advertising for high school activities so we went to the Riverside-Brookfield High School Superintendent. He approved the idea of using students for the survey and turned us over to a teacher of social and business courses at the school.

"The teacher and 200 of his students did a very fine job of surveying 810 of the 7000 families in Riverside and Brookfield. The survey was made by door to door canvass of homes equally distributed throughout the two villages.

"The survey showed the following results:

Number of families surveyed.	810
Number of families with AM	806 or 99.6%
Number of families with FM	265 or 32.7%
Number of families with TV	172 or 21.2%
Number of families with FM but no AM or TV .	4
Percentage of TV owners who have FM.	54.7%
Percentage of FM owners who have TV.	35.8%

"The survey showed the following listening habits. The figures in every case are for 810 families:

AM --	3730 hours total or 196 hours per AM station per day
FM --	518 hours total or 33.5 hours per FM station per day
TV --	754 hours total or 188 hours per TV station per day
WRGK --	204 hours total of 204 hours for WRGK per day.

"Thus in the villages of Riverside and Brookfield WRGK has more listeners more hours per day than the average of AM stations, average of FM stations or average of TV stations. When consideration is made of the fact, according to other surveys, that 60% of the AM listening is to the four network stations, WRGK then has over twice the pull of the average of the independent AM stations in the villages of Riverside and Brookfield."

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WDSU-TV, New Orleans, La., became an affiliate of the Columbia Broadcasting System's Television Network last Monday. This brings the total number of CBS television affiliates to 42.

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SCISSORS AND PASTE

If You're A Guest, The Ship Is Yours

(Comdr. E. F. McDonald, Jr., well known yachtsman, writing in "Motor Boating" tells how to be invited again)

1. The minute you step aboard, look around and then criticize the yacht, pointing out how it suffers by comparison with others.

2. Never bring rubber-soled shoes on board - always wear hard leather shoes, preferably with spikes. Hob-nailed boots are excellent for the decks in rough weather.

3. If the cruise is to be in cold climate, do not bring heavy clothing. There will be plenty on board, belonging to others.

4. Before boarding, look around carefully for a pool of oil or greasy mud on the dock and step in it with both feet. This will help keep the teakwood deck lubricated.

5. Start a game of cards as soon as you come on board, and pay no attention to the scenery.

6. Never offer to take your trick at the wheel.

7. Never do anything for yourself. Demand plenty of service. That is what the crew and host are for.

8. If, under exceptional circumstances, you should open a bottle of pop or beer for yourself, be sure to throw the bottle cap into the toilet. Dismantling the toilet and fishing them out is a lot of fun for crew and host.

9. If the ship has electric toilets, always step on them at two minutes after noon or whatever time the ship receives weather by radio. The radio operator will be delighted with the electrical interference this causes to short-wave reception.

10. Never throw cigarette butts overboard. Just throw them on the deck or carpet and step on them. Do the same thing with chewing gum when you have finished it.

11. If sandwiches are served, never eat them at the dining salon table. Just pick them up, take them out to the quarter-deck or cockpit - wherever there is a nice teakwood deck - especially if they are filled with mayonnaise; good for deck polish.

12. If you have occasion to throw anything overboard, never spit first to see in which direction the wind is coming from, but if you happen to know, throw it on the weather side so it will come back on the boat.

13. If the ship is equipped with shower baths, always use all of the water you can. The boat requires water to float; therefore, there is plenty of it all around. Hot water is particularly abundant because of the large supply of fuel all boats carry.

14. If you are ever asked to take the wheel, don't pay any attention to the course that you are given on the compass. Ignore the lubber line and just pick out a cloud for yourself and steer for that. After you have passed the first cloud, your host will probably pick out another one for you to steer for.

15. When you come to the fishing grounds, be sure to point out the best fishing holes to your host, especially if you have never been in the area before.

16. If you go ashore, don't worry about the time you return. The yacht is not on schedule, so your host doesn't care what time he leaves port.

17. Ignore the host, give commands to the crew as though you were the owner.

18. Never be on time for meals - the cook has nothing else to do.

19. When you have finished with your drinking glass, throw it overboard into the International wastebasket. It saves washing.

20. Don't, under any circumstances, compliment the crew when leaving. They did their best to make you comfortable, but then they don't know much about such things and are more to be pitied than censured.

21. A general rule of yacht conduct is - any convention, courtesy or consideration you would show in visiting a person's home should be disregarded.

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Du Mont Is Called "Mr. Television"
("Collier's")

Eleven years ago, Allen Balcom Du Mont, the television man, needed money to build a broadcasting station. He made a deal with Paramount pictures. In exchange for 56,000 shares of Du Mont stock, Paramount put up $56,000 for what is now WABD, home station in the Du Mont TV network. Time passed, Du Mont expanded and the stock got split ten for one. Today Paramount's 560,000 shares would fetch $7,560,000 on the market, or exactly 135 times what it cost. But Paramount isn't selling; it thinks the stock is worth at least ten million.

Last December, out of its 1948 profits, the Allen B. Du Mont Laboratories, Inc., cut a two-bit melon and passed out $509,898 - a dividend of 25 cents a share to its holders of common stock. It was not a golden cloudburst, but it was the first payment of its kind in company history. Eighteen years ago, during his first year in business for himself, Du Mont put around $25,000 of both his own and borrowed money into his laboratory, and made $70 worth of sales.

In 1946, the first peace production year, Du Mont's factories made and sold $2,290,000 worth of television products. The next year, the figure nearly quintupled to $11,000,000. In 1948, it more than doubled to $26,000,000; and this year business has been steadily hitting around $1,000,000 per week, for an indicated total of $55,000,000 - another double. How long Du Mont can go on winning the yearly double is anybody's guess, and his own is that he will be able to do it as long as the present market lasts.

Knowledge, plus curiosity, is the basis for Du Mont's prediction that, within the next four years, television will expand sevenfold to become a $7,000,000,000 industry and one of the nation's ten biggest. Whether he's right or not, one thing is certain: Whatever happens to television will also happen to Du Mont.

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TRADE NOTES

All America Cables and Radio last week inaugurated a new radiotelegraph circuit between its station in Lima, Peru, and the station of the Mexican Government in Mexico City. While this circuit is intended primarily to furnish direct service between Mexico City and Lima and, through relay at Lima, between Mexico City and all other points in Latin America, it is equally available for service to and from other parts of the world. This circuit supersedes, without interruption, the service formerly rendered over the lines of the Mexican Telegraph Company in Mexico and the cables of All America Cables and Radio, Inc., from Salina Cruz to Central and South America and the West Indies.

The Directors of WJR, The Goodwill Station, Inc., of which G. A. Richards is Chairman, have voted a dividend of 10 cents per share to be paid June 30, 1949, to shareholders of record at the close of business June 20, 1949.

Milton L. Ehrlich, builder and developer of moderate income apartment projects, announced this week that he is installing phonographs as standard equipment in each of the 310 apartments in his latest garden village development, the Warren J. Lockwood Village in Roselle, N. J., just outside Newark. The phonograph being built into each apartment (as standard equipment just as the range and refrigerator are standard equipment) is RCA Victor's new 45 rpm phonograph, Model 9EY3.

Miss Frieda Hennock, of the Federal Communications Commission, as one of the prize exhibits of what the Administration is doing for women in the way of rich political plums, was among those who witnessed the swearing in of Mrs. Georgia Neese Clark, described as a Richmond, Kansas, banker, as Treasurer of the United States.

Others invited to get in on the publicity were: Mrs. Perle Mesta, just nominated for Minister to Luxembourg; Frances Perkins, Civil Service Commissioner and former Labor Secretary; Mrs. Nellie Tayloe Ross, Director of the Mint; and Mrs. India Edwards, Chairman of the Women's Division of the Democratic National Committee.

Television was one of the main factors contributing to the breakup of Radio Announcer Don Wilson's marriage to Mrs. Maruisa Wilson, Polish beauty, she testified in Los Angeles in winning a divorce.

"He just wanted to sit home and look at television and not go out any place," she told Superior Judge Alfred L. Barlett. She also said Wilson, Jack Benny's announcer, called her a "stupid Pole".

Four program sub-divisions have been created, in a reorganization of the NBC Television Program Department, all to be under the direct supervision of Norman Blackburn. Robert W. Sarnoff has been named Production Manager; Charles Prince, Manager of Talent and Program Procurement, and Fred Shawn, Manager of Operations. The fourth sub-division will be headed by a manager of new program development, a post to be filled shortly.

An eight-page descriptive brochure providing comprehensive information on RCA's Television 35mm Projector is now available to broadcasters.

Entitled "Television 35 mm Projector, Type TP-35B", can be obtained from any of the RCA district sales offices or by writing to Department #522, RCA Engineering Products, Camden, N. J.

A current study of operating costs of broadcasting station, including labor costs, now being conducted by the Research and Employee-Employer Relations Departments of the National Association of Broadcasters has been inspected and discussed by the NAB Employee-Employer Relations Executive Committee.

The project, a joint effort of Richard P. Doherty, NAB Employee-Employer Relations Department Director, and Dr. Kenneth H. Baker, Research Director, was one of the major topics at the first meeting of the new (1949-1950) committee held at NAB headquarters all day Tuesday.

Other subjects discussed by the group included the special labor problems of television, which have been analysed exhaustively in recent publications of the NAB department.

Plans to hush Western Allied broadcasts to a whisper in the Soviet zone of Germany were reported last Sunday.

Leipzig power plant operators were said to have been ordered by the Russians to hold distribution to a minimum during news broadcasts of the American radio RIAS and the British radio NWDR.

By this means, electric current would be so rationed that most radio set owners in the Leipzig area would be unable, because of the lack of power to tune in on the Western stations at the hours they broadcast news items.

Similar power cut plans were reported from other Soviet-zone areas.

Twelve student officers of the U. S. Army Ground Forces last Monday began a three-month graduate training program in electronics at the Camden plant of the RCA Victor Division, Radio Corporation of America. The course at RCA is held in cooperation with the Moore School of Electrical Engineering of the University of Pennsylvania, and is part of the Civil Schooling Program for Regular Army Officers.

At the conclusion of the training program, the officers will be assigned special duties in the various engineering divisions for intensive industrial experience and education in the design, operation, and maintenance of various types of electronic equipment.

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Founded in 1924

HEINL NEWS SERVICE

Radio — Television — FM — Communications

2400 California Street, N. W. Washington 8, D. C.

Robert D. Heinl, *Editor*

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No. 1880

June 29, 1949

ORMANDY, PHILA ORCHESTRA, DRAW TWO QUEENS AND PETRILLO

by Robert D. Heinl

The smash hit which Eugene Ormandy and the Philadelphia Orchestra made in England was a regal affair from beginning to end. At the dock in New York, to give them a royal send-off, were Miss Margaret Truman, prima donna daughter of the President of the United States, and America's music Czar, James Caesar Petrillo. Mr. Ormandy was the conductor when Miss Truman made her professional debut.

Mr. Petrillo, who rarely makes public appearances but who evidently believes in doing such things right, came in a car loaded with fifteen bon voyage baskets, sixteen boxes of roses for women members of the party, and a basket of champagne for Mr. Ormandy, who, incidentally, was the first person to use radio as a stepping-stone to the conductorship of a great symphony orchestra.

Furthermore in a wireless message after the ship had departed Petrillo expressed his good wishes to each member of the orchestra and his regret at not having been able to greet them individually while aboard.

Queen Elizabeth attended the first concert in Royal Albert Hall in London and commented upon it by saying that "she had never heard more lovely music". Lord Halifax, who had heard the orchestra many times while British Ambassador in Washington and over the air via CBS broadcasts, had told Queen Elizabeth that "the Philadelphia Orchestra is one of America's proudest possessions and a treasured artistic possession of our present civilization".

The British Broadcasting Corporation contributed its part over the radio. As a matter of fact the success of the trip was so great that it almost caused the orchestra to miss the boat homebound.

"It all happened because of the enthusiasm of the audience in Manchester", Miss Alice Eversman writes in the Washington Star. "At the first concert there, the excitement was so great that to pacify the audience, Mr. Ormandy promised a return engagement at the end of the tour. The 7,000 seats for the second concert were not enough to accommodate the crowd and a third date was demanded instantly. Set for the following day, all seats for the two concerts were sold out in three hours. The British railway ran a special train to Manchester to bring the musicians to Southampton on time. Even so the Cunard Line had to hold the ship for an hour, an unprecedented service in the history of the company.

"The final concert in London's huge Harringay Arena broke also all attendance records for indoor symphony concerts in London. There were 10,323 paid admissions, although the seating capacity is 10,000 and 5,000 were turned away. This climaxed a series of eight semipopular programs by the 'Phils', a term used by the British press. The orchestra played 12 concerts in all in London, four of which were in Royal Albert Hall.

"London critics seem to have been as enthusiastic as the nightly audiences which voiced their approval with foot-stamping applause They spoke of the orchestra's 'uncanny precision, tone quality, balance and ensemble', and urged their readers not to miss the opportunity 'to hear these American players'.* * * *

"This success is heart-warming to all Americans. It disproves the still prevalent belief that not much artistry can be found in the United States, and it forges another link of amity with our English cousins. Heretofore, despite any reports brought back to Europe by visiting musicians and the appearances of individual American artists abroad, the American musical taste was judged largely by our popular music and the jazz that appeal to the gayer side of all nationalities. This was the first visit of a major orchestra to Europe in 20 years and in that time musical standards in the United States have risen with leaps and bounds. In fact, we have grown accustomed to accept calmly the playing of our finest orchestras, not fully realizing how great they are. The British enthusiasm, however - one frenzied auditor threatened to kill Ormandy if an encore was not forthcoming - has made us proudly conscious of our blessings."

The International Musician, official American Federation of Musicians publication, commented:

"It was on any account a notable occasion in that this is the first transatlantic concert series by an American symphony orchestra within twenty years. But for the Federation the farewell was doubly significant. It was, in short, one of our major symphony orchestras following through with a return visit in accordance with the reciprocal policy, established by the Federation, whereby foreign musical organizations of established cultural standing are welcomed on American tours."

As a fitting close to the trip, the City of Philadelphia gave a luncheon last Tuesday to welcome its famous orchestra home.

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ALEXANDERSON, G. E., RECEIVES "MAN OF YEAR" SWEDISH AWARD

Dr. Ernst F. W. Alexanderson of the General Electric Company, pioneer radio and television engineer, received an award as the Swedish-born "Man of the Year", in the presence of 10,000 members of Scandinavian organizations in New York City.

Edgar Bergen and Charley McCarthy were the top entertainers speaking Swedish fluently.

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NAVAL LAB FIRE TAGS EVEN FIREMEN, POLICE - ATOM SCARE SPIKED

Not since wartime has Washington had the jitters the way it did over a $50,000 fire last week at the Naval Research Laboratory, where top radio secrets of the Navy are carefully guarded and where Dr. A. Hoyt Taylor pioneered in radar. Russians were quickly tied into the blaze in public imagination and immediately following were rumors that it was part of an atom plot to blow up the Capital.

The fire was discovered by a watchman at 2:33 A.M. and reported under control at 4 o'clock by the combined efforts of the Navy's fire-fighting squads and the District of Columbia Fire Department.

It broke out in a warehouse containing materials ordinarily considered non-combustible - bags of cement, plastic sheets, electric motors and insulating materials. The flames swept the contents of the two-story, red-tile, steel-and-concrete structure, however, destroyed one loading platform, charred another and buckled a steel girder.

There was no evidence of sabotage, but that possibility will be considered by the board of inquiry, according to Capt. M. K. Fleming, acting director of the laboratory.

Captain Fleming called a news conference to spike rumors that the blaze was an "atom fire" and that explosives near by might have destroyed "the entire southeastern part of Washington.

He said there was no ammunition in the warehouse and there was no danger of a destructive explosion. The only explosives in the vicinity of the fire, he said, were for laboratory testing and were not military stores.

He also said that the work going on in neighboring buildings, while classified, was not on atomic bombs but was "basic research". He confirmed, however, that the Atomic Energy Commission had called the laboratory on the basis of the earlier reports.

The Navy was generally held partially responsible for the wild speculation that swept newspaper offices last Friday. A deep mystery was made of the fire when Marine Corps security guards at the laboratory barred not only reporters and photographers from the unrestricted warehouse, but even the police force of Washington.

City firemen were required to leave their names and addresses after fighting the blaze.

Navy spokesmen said the police were barred because the establishment has its own security system. They explained, too, that "American citizens only" were allowed at the news conference last Friday afternoon because that is a routine requirement for all who work in or visit the laboratory.

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SUPERIOR LARGE SCALE FM SOON TO BE DEMONSTRATED - ARMSTRONG

Despite setbacks and roadblocks suffered by FM in recent years, a panel of four radio authorities have declared frequency modulation "the bright spot in the broadcasting picture".

This was stated by the FM Association as being in accordance with an article in Sponsor Magazine - a publication for buyers of radio advertising.

Opinions expressed were in answer to the question: "FM is a superior form of broadcasting, yet thus far it hasn't become an efficient national advertising medium. Why?"

The panel of experts selected to answer the question consisted of Dr. Edwin H. Armstrong, the inventor of FM; Miss Eloise Smith Hanna, President of WBRC-FM, Birmingham; William E. Ware, President of the FM Association, and E. F. McDonald, President of Zenith Radio Corp.

Dr. Armstrong pointed out that before the war "FM was a highly competitive, fast moving threat to the AM system."

FCC action during the war, Dr. Armstrong asserted, resulted in removing FM "as a serious commercial threat to the established AM system, reducing it, for the time being at least, to a mere adjunct of the existing system.

He referred to the Commission's action of moving FM from a low to a higher megacycle band and then cutting down the power of principal FM stations, which destroyed FM coverage.

"However", Dr. Armstrong went on to say, "despite the fact that it was impossible, after the change in frequencies, to obtain adequate high-power transmission for over two years, and despite the fact that sensitive, inexpensive receiving sets required nearly three years before quantity production could be obtained, the time has now arrived where the superior service and better coverage of the FM system are about to be demonstrated to a large part of the population of the United States."

Commander McDonald said: "FM broadcasting is alive today only because it is so much better than AM that virtually nothing can kill it."

FM, he declared, is today only beginning to come into its own.

The Zenith executive grouped the "assaults" on FM into four categories. First, obstructions by interests that feared FM as a competitor and/or did not have FM patent control. Second, postwar apathy of the FCC toward development of FM and its change in frequency allocation. Third, production and sale of inferior FM sets; and fourth, "advertisers have not been told the truth about the inferior coverage of AM as compared to FM."

He added that FM is the dominant system of aural broadcasting in some areas and said he believed it to be only a question of time until AM is replaced entirely by FM but for several exceptions. Among these he said would be a limited number of powerful, clear channel AM stations to serve remote, sparsely populated areas.

"It will not be many years," Commander McDonald concluded, "until FM alone will reach more people than AM alone has ever been able to."

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WGN-TV TO DEDICATE NEW TRANSMITTER JULY 5

WGN-TV, the Chicago Tribune television outlet, will dedicate its new transmitter and antenna equipment in a special telecast Tuesday, July 5, starting at 9:15 P.M., CDT. The new equipment is the latest and best in operation in Chicago, said Carl J. Meyers, Director of Engineering for WGN, Inc.

Titled "The Picture of Progress", the program will be in two parts. The first portion of the telecast will be an official dedication of the new equipment, during which Col. Robert R. McCormick, editor and publisher of the Chicago Tribune, will deliver a brief address tracing the history of WGN, Inc. in the radio and television field.

Other highlights of the formal dedication include a film and narrative account of the new equipment and what it means to Chicago televiewers.

At approximately 9:45 the second portion of the telecast will begin, with Lee Bennett introducing stellar entertainers from theaters, supper clubs and radio.

WGN-TV'snew antenna is the RCA super turnstile model, and is erected atop Tribune Tower with its highest point 610 feet above ground level. This represents an increase of more than 180 feet over the height of the previous WGN-TV antenna on the Daily News Building.

Tests of the new antenna show that no spotty reception of WGN-TV signals exists in the Chicago area. Uniform reception throughout the area is assured by the latest engineering developments in the new antenna.

WGN'TV's new General Electric 5-kilowatt transmitter combines every modern improvement for producing the finest pictures and sound that money can buy. It is installed on the 29th floor of Tribune Tower, where it shares space with the WGNB FM transmitter. WGN-TV will continue to operate with an effective radiated power of 11.4 kilowatts, the maximum permitted under the present FCC "freeze" order.

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"RADIO MAJOR ADVERTISING TOOL HERE TO STAY" - MILLER, NAB

Broadcasting as a major advertising tool for the retailer is here to stay, Justin Miller, President of the National Association of Broadcasters, told the radio-television session of the National Retail Dry Goods' Association's salespromotion workshop in Chicago yesterday (Tuesday, June 28).

Radio is part of the every day life of a retailer's customers, the NAB president pointed out to the advertising and sales promotion managers of department stores, who made up his audience. FM and television gathering more sets and audience every day, added to transit radio and store-casting, round out the broadcasting picture, he said.

Judge Miller emphasized to the retailers in convention that they are now broadcasting's largest customers, and cited income figures of the NAB's Research Department, recently published, to document the statement.

This fact, he pointed out, represents radio's second great forward stride, and its second critical recognition as an advertising medium. The first, he recalled, was in 1940, when the national advertiser for the first time spent more advertising dollars in radio than in either newspapers or magazines.

Now, he said, in 1947 and 1948, in spite of steady increases in network expenditures, retailers are spending more in radio than anyone has ever spent before.

The NAB president told the advertising and sales promotion managers that broadcasting is w ell prepared to work with retailers on their special sales problems, because of the spade-work done over many years with the NRDGA, and because of the NAB's experiments in developing new advanced techniques for the more effective use of radio by retailers.

He described, as additional preparation, the outstanding work of research and development in the field of advertising copy, which he described as far beyond work done by any medium in the field.

Judge Miller predicted that these factors in radio, with the addition of television, will make for easier and less expensive selling in increasingly competitive markets in the years ahead.

"Out of all this may come the kind of successful sales promotion that made American retailing and American advertising the greatest and most successful in the world", he said. "It will produce customers for the retailer, more and better goods for the consumer, and jobs for all the people who grow, make and deliver consumer goods."

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THEATRE TV PROVES DRAWING POWER IN BROOKLYN SHOWING OF FIGHT

Theatre television proved its power to attract and entertain motion picture house audiences last week, according to an RCA release when 4500 Brooklynites, including many standees, packed Fabian's Brooklyn FoxTheatre to see 15 x 20-foot TV pictures of the Walcott-Charles heavyweight championship fight, instantaneously projected on a special screen by Radio Corporation's latest theatre television equipment.

The "Standing Room Only" sign was out at 8:50 P.M., and at 9:30, an hour before the fight began, the standee quota had been reached and it was necessary to close the doors of the theatre for the remainder of the evening. Many late-comers were turned away. The program, offered at no advance in prices and including the regular film bill, was heralded in newspaper advertising and heavily billed on the marquee of the theatre throughout the day.

With a continuous television picture on the screen for about an hour and 45 minutes, the enthusiastic capacity audience witnessed the longest sustained test to which theatre television has been subjected. The showing also represented the longest transmission ever used for theatre television, the only previous intercity presentation of this type having been the Philadelphia Fox Theatre showing of the Louis-Walcott championship fight staged in New York a year ago.

The telecast of the Walcott-Charles fight, relayed from Comiskey Park, in Chicago, to New York over the NBC television network, was fed to the Brooklyn theatre from Station WNBT, New York, Each blow and gesture was seen on the theatre screen the instant it was picked up by the TV cameras 1000 miles away.

The showing constituted the first public demonstration of the new theatre television equipment, developed by the Radio Corporation of America. Greatly reduced in size and weight and improved in performance as compared to earlier experimental units, it is said to be the prototype of commercial models which RCA may have in production by the end of the year.

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RADIO-TV RETAILING'S JUMBO ISSUE HAILS TELEVISION

Reflecting the great vitality of the new industry of television, the magazine "Radio & Television Retailing", published by Caldwell-Clements, Inc., 480 Lexington Avenue, New York City, reports its forthcoming July number will be the largest July issue in advertising billings in the magazine's 28 years. The 144-page number, according to Publisher M. Clements, will carry over 95 pages of advertising (mostly in color) on television, radio, records and record-players.

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CLAIMED ESTIMATE OF 3,500,000 TV SETS FOR 1949 TOO HIGH

Intensive competition and over-optimism in regard to consumer demand has caused the television-receiver industry to begin considerable cut-backs of the over-all industry production schedule begun on Jan. 1, an industry spokesman declared last week. He told Alfred R. Zipser, Jr., of the New York Times, that the fifty or more manufacturers in the field were geared at the beginning of the year to produce 3,500,000 receivers in 1949, and it is now evident that there is a market for 2,500,000 at most.

"The industry representative declared", Mr. Zipser writes, that picture tube producers also overestimated demand for their products when they began the year with schedules calling for 4,500,000 tubes. Only 2,800,000 picture tubes can be absorbed this year - assuming that the industry turns out 2,500,000 sets - because the tube replacement market will take only 300,000 units, he said.

"He pointed out that Sylvania Electric Products, Inc., and General Electric Company, among the leaders in the tube and set production fields, respectively, have announced employee layoffs because of accumulated inventories. The industry spokesman emphasized that the production cut-backs do not indicate a bad slump in the industry but show clearly that 'we are out of step with demand.'

"Ross B. Siragusa, President of Admiral Corporation, was the only industry leader to supply concrete production figures. In a statement, he said:

"'Admiral production is continuing on schedule at the rate of 40,000 units monthly. Naturally, we anticipate a slight decline in July and August but it will not be a sharp one. We foresaw this at the beginning of the year when we set our 1949 goal at 400,000 television sets. I am confident we are going to achieve it."

"Commenting on the current 'shakedown' of prices, Mr. Siragusa declared that further reductions will be made by producers until the first week in September. By that time, he continued, 'most television sets will be realistically priced. If they are not, they won't sell.'

"Motorola, Inc. has cut back production for June and July 25 to 30 per cent as against April and May, according to W. H. Kelly, General Sales Manager.

"Radio Corporation of America and Philco Corporation representatives both said their organizations are increasing production. RCA soon will use additional production facilities at its new plant - its third television receiver factory - in Bloomington, Ind. Philco will begin operations in a new plant at Sandusky, Ohio, in a few weeks, according to Courtnay Pitt, Vice President.

"From the reports by these producers, it is apparent that industry cutbacks are occurring primarily among lesser known brands of limited consumer acceptance."

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G.E. TRYING OUT NICKEL-IN-THE-SLOT JUKE BOX TELEVISION

Will patrons in restaurants and other public places pay five-cents to see three minutes of television served right in his own booth at a cafe or restaurant? This is now being investigated by the General Electric Company and AMI Incorporated, a juke box manufacturer.

Two of these new booth sets are now operating experimentally in a luncheonette in Hoboken, N. J. The sets are mounted on the wall above each booth table. To conserve space, the 10-inch "Daylight" picture tube is mounted vertically in the set, and viewers see the picture on a slanted mirror at their average eye level, which also permits wide angle viewing. Each set has its own coin mechanism, which will take up to a quarter.

Each booth set operates as a "slave" to a master receiver, which receives the signal and delivers it by cable to each booth. This master may be located anywhere in the establishment, and controls the program available in the booths.

In the Hoboken installation the master TV receiver is also connected to the juke box and the proprietor selects which will operate, through a special control which has been developed for the purpose by AMI and built into the AMI juke box.

Although it is supplying a signal to the booth sets continuously, the master set operates only when the owner selects television and patrons deposit coins in the juke box. The both sets operate independently of the juke box.

Only sound volume can be regulated on the booth sets, with all other controls available at the master receiver. Each booth set contains about half the parts necessary for a full receiver, including the loudspeaker. One master receiver will power about 20 "slave" units.

Both companies state that it will be several months before any evaluation of the system can be made.

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JUSTICE DEPT. LOOKING INTO NETS; NO COURT ACTION SEEN

A study of network operations is under way by the Department of Justice anti-trust unit, a top official of that unit said this week, although there is no clear indication now that anything will be done in terms of court action. General Herbert A. Bergson said that network operations were under scrutiny, but he was inclined to believe the matter was something the anti-trust division has been interested in for years without taking any overt steps since 1943.

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EXTENDING DATE, ASCAP HOPES FOR EARLY TV MUSIC AGREEMENT

The American Society of Compoers last week extended until August 1, 1949, right to the use of its members' music on television, pending final agreement with the Television Industry as to the rates of compensation. Previously the Society had extended this right until July 1, 1949. Since the last extension, further meetings with representatives of the broadcasters have resulted in substantial progress, the Composers stated.

Fred E. Ahlert, President of ASCAP, said in granting the extension, "It is my earnest belief that negotiations can be brought to a successful conclusion prior to August 1. The Society will continue to make all possible efforts to keep the extensive and varied ASCAP repertory available to the American Public on television."

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EMERSON TV PRICES GUARANTEED TO PUBLIC, DEALERS, ABRAMS ASSURES

Emerson Radio & Phonograph Corporation is guaranteeing prices of its television line to consumers as well as to dealers for thirty-day periods, Benjamin Abrams, President, said in New York yesterday (June 28).

He gave details of the price protection policy, said to be the first of its kind by any television manufacturer, during a company distributor meeting in New York at which a new line was shown.

If Emerson reduces the list price of a set, dealers will receive cost price difference rebates on inventories purchased up to thirty days prior to the reduction, Mr. Abrams declared. This is in line with policies of many appliance manufacturers, but is not general in the television industry yet despite increasing retailer pressure.

In addition, according to Mr. Abrams, dealers will also receive cost price difference rebates on sets sold to consumers during the thirty-day period preceding list price reductions. Dealers will be expected to pay the consumer the difference between the higher and lower list prices out of rebates, he said, and added that Emerson will feature full details of its price protection policy in its national advertising.

Mr. Abrams revealed that his company is producing 900 television receivers daily, which, he said, makes it one of the top producers in the industry. Television now accounts for 70 per cent of the company's total dollar volume, he pointed out.

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CAUTIONS BROADCASTERS REGARDING RADIO EDITORIALS

Urging that broadcasters use with caution their newly-won freedom to editorialize, the Radio News Subcommittee of the National Association of Broadcasters' Program Executive Committee last Saturday said that "we will not be satisfied until the right of all broadcasters to speak fully is recognized by the FCC."

The group made its statement in adopting, for inclusion in a revised edition of its Radio News Recommendations pamphlet, a new section on editorializing. The action was taken at the meeting of the subcommittee, held in Chicago in connection with the currently running NAB Program Clinic.

Radio News Recommendations are brought up to date periodically, and sent to management of NAB member stations for their guidance in the development of station news departments.

The new section of the recommendations points out that the Federal Communications Commission's report on June 2, 1949, which nullified the "Mayflower rule" forbidding editorializing, says in effect that a licensee may editorialize, and that the privilege shall not be used to achieve a partisan or one-sided presentation.

In its recommendations, the group's newly adopted section on editorializing advises that broadcasters remember that listeners must have faith in facts presented, in the intelligence and integrity of the broadcaster and in his motives.

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CBS CONFIRMS CUTTING DOWN NUMBER OF EMPLOYEES

Practically all departments at the Columbia Broadcasting System will be affected by a lay-off of personnel effective Friday, the New York Times states it was learned yesterday (June 28). Joseph H. Ream, Executive Vice President of CBS, who confirmed the report, declined to say how many employees would be dismissed.

It was reported, however, that from 100 to 125 workers are included in the cutback. It is also understood that CBS department heads were told recently to draw up two new budgets - one a 10 per cent reduction and the other a 20 per cent cut. The lay-off is expected to hit approximately 10 per cent of the employees.

When Mr. Ream was asked the reason for the personnel reduction, he answered: "We aren't making as much money as we used to.

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MAGNAVOX REPORTS EXTENSION OF $3,550,000 BANK CREDIT

R. A. O'Connor, President of the Magnavox Company, stated in Ft. Wayne, Ind., last Saturday (June 25) that the company had extended its line of credit with four banks "on favorable terms" to Dec. 15, 1949.

The credit line, amounting to $3,500,000 is with the First National Bank and the Harris Trust and SavingsBank of Chicago, the Bank of the Manhattan Company of New York and the Fort Wayne National Bank. The agreement was made on Aug. 15, 1946.

"This extension", Mr. O'Connor said, "together with a substantial reduction in the company's inventories will permit the company to improve further its position in the television and radio phonograph field."

Frank Freimann, Executive Vice President of the company, had previously said the radio and television firm had reduced its inventories in excess of one million dollars since the close of the fiscal year on February 28. At that time inventories totaled $8,133-801.

Magnavox stock has been weak on the New York Stock Exchange recently, which was ascribed to the belief the company had a very heavy inventory of radio-phonograph combination sets.

Mr. Freimann said key dealers had reported to him that May sales of radio-phonograph combinations had greatly exceeded those in March and April.

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TO EDUCATE TV SET OWNERS ON PROPER USE AND CARE OF SETS

The RMA "Town Meetings" Committee, at a meeting last week in New York City, outlined an industry program of information for television receiver owners on the proper care and use of their sets and authorized the preparation of a series of ten one-minute films designed for television broadcasting. The Television Broadcasters' Association will cooperate in the preparation of the films.

One purpose of the films is to relieve servicemen of many "nuisance calls" from TV set owners who do not understand the elementary operations of their receivers.

Servicemen reported that many of their calls came from set owners who did not understand the use of receiver controls and antenna equipment or who had improperly placed their receivers. Many of these minor troubles, the servicemen said, could have been remedied by the owners without the aid of service technicians.

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SCISSORS AND PASTE

Ralph Atlass, Chicago, Shows N.Y. Slickers A Thing Or Two

(There was a rumor current sometime ago that Ralph L. Atlass, Chicago radio magnate, was going to retire, but judging from the following article in Variety, it would seem to be somewhat like the premature report of the death of Mark Twain.)

Three months after Ralph L. Atlass and Norman Boggs took over operating WMCA, N. Y., which reportedly had been losing $1,000 a day, the indie is "in the black". At least that's the story told by Atlass, management consultant, who was in Gotham last week looking over the books.

Atlass declared that sales volume has been increased by 25%, at the same time that costs were axed. "Success is due to Boggs' management and to our new rate card," Atlass said. "Not only did we cut rates drastically to a realistic level - from a $325 daytime and $650 nighttime hourly nick to a flat $300 - but we're maintaining a one-price setup."

According to Atlass, N.Y. has "one of the worst rate systems in the country", with most indies offering inflated rates and then chiseling on them by giving bank-rollers under-the-counter special deals and discounts.

"The blue-sky operators who tear up their rate cards to snag business have hurt everybody's take in N.Y.", Atlass declared. "As a result, this city doesn't get the amount of business it should. Advertisers and agencies don't want to chisel, but when they find they can get extra spots and rakeoffs for free, they spend less in N.Y."

Atlass reported that WMCA's biggest sales boost was coming from national accounts, while local backers were more difficult to ink. He added that, with a few exceptions, most N.Y. indies were hampered by a defeatist attitude and were resigned to 2% or 3% share of audience, while with aggressive programming they could garner bigger audiences than some web outlets in certain time periods.

Under the Atlass-Boggs administration, the Nathan Strauss-owned station has pared operating costs while talent outlay has been generally maintained. Their programming philosophy is "to give listeners what they want, not what you think they should want," Atlass said.

Atlass is proxy of WIND, Chi, holds ownership interests in WLOL, Minneapolis, and has purchased KLAC, L.A., subject to FCC approval. He said that every station he had been connected with had been a "dog" but that with sound business operation it had shown phenomenal growth. In the three markets he is now active, he claimed, AM business is holding up and TV's effect has not been felt.

Asked whether he would buy WMCA from Straus, Atlass stated there was no prospect of such a transaction. He and Boggs are reported to be working on a percentage deal and to have been given a piece of the station.

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Cowles Enterprises Flourish After 100 Years - Tribute to Brothers
("Editor & Publisher")

It was 100 years ago when the newspaper which eventually became the Des Moines Register and Tribune printed its first edition in a log cabin in the village then known as Fort Des Moines.* * *

John and Gardner (Mike) are known today as the "publishing twins" of the Cowles family. Both went into the newspaper business at Des Moines, upon finishing college, having served apprenticeships on the R&T during their summer vacations. John Cowles is today president and editor of the Minneapolis (Minn.) Star and Tribune, having gained complete control of the daily field in Minneapolis in the short span of 14 years.

Mike Cowles, whose interest leaned toward the editorial side, is today president of the Register and Tribune, president and editor of Look magazine and the new weekly news digest, Quick.

The Register & Tribune Syndicate, started by John in 1923, has grown to be one of the strongest in the nation. Mike is also president of the Cowles Broadcasting Company, consisting of five stations.

Gardner Cowles, the younger of the two brothers, has been primarily responsible, for Look, whereas John was the moving spirit in their purchase of the Minneapolis Star in 1935 and its guiding influence since 1938, leading up to consolidation with the Minneapolis Journal (1939) and Minneapolis Tribune (1941)

When Gardner Cowles, Sr., died on his 85th birthday in February, 1946, his two sons had assumed full responsibility between them for all the Cowles enterprises. John is Chairman of the Board of the R&T and Look, while Mike is chairman of the S&T Board at Minneapolis.

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Despite TV Impetus in N.Y., Believes Radio Not Dead Yet
("Hollywood Reporter")

While "any good television show will sell almost immediately in New York now", it is quite likely that some sponsors, still uncommitted, may come to the conclusion that radio may have another healthy profitable year of life ahead. This is the summary impression of Harry Ackerman, Director of Columbia Broadcasting Network Programs in Hollywood, upon his return after 10 days of homeoffice conversations with CBS executives in New York.

No one knows precisely where the money for both TV and AM will come from, he stated, but it's likely that advertisers will buy lower-priced radio programs and economize thereby as well as taking some appropriations away from other media in order to afford video. However, it may be effected, he believes, the "whole hog attitude", now omnipresent in Gotham towards television, will be mellowed somewhat for the inclusion of AM usage.

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DUE TO THE FOURTH OF JULY HOLIDAY, THERE WILL BE NO ISSUE OF THE HEINL RADIO-TELEVISION NEWS SERVICE ON JULY 6TH.

R. D. HEINL

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TRADE NOTES

Sol Taishoff, publisher of Broadcasting Magazine, and Mrs. Taishoff announce the marriage of their daughter Jeanne to Mr. Martin Kenneth Cowan. Mr. and Mrs. Cowan will be at home after the fifth of July at 2219 Washington Avenue, Silver Spring, Md., a suburb of Washington, D. C.

Westinghouse Electric Corporation has reduced list prices on four straight television receivers from $20 to $100. The largest cut was in a sixteen-inch picture tube console which was reduced from $599.95 to $499.95. The lowest priced receiver in the line, a ten-inch tube table model, was cut from $269.95 to $249.95. A ten-inch tube consolette in a mahogany cabinet was reduced from $369.95 to $299.95 and a consolette with a 12-1/2-inch tube, was cut from $499.95 to $369.95 in the mahogany cabinet and from $459.95 to $379.95 in the blond wood cabinet.

A. L. B. Richardson, formerly manager of the Patent Law Department of Sylvania Electric Products, Inc., has been appointed general attorney for the Company. He joined the legal staff of Sylvania Electric early in 1945.

A native of Schenectady, N. Y., he received a B.S. degree in Electrical Engineering from Harvard University in 1934 and a degree of Juris Doctor from the Law School of George Washington University in 1939.

Electric appliance salesin the Washington, D. C., area showed a mixed trend in April, with television again prominent on the upside with a 157 per cent increase over last year.

April video sales totaled 2796 against 1084 in the same 1948 month, according to figures supplied by the Electric Institute of Washington. Radio sales also showed decided improvement.

Dorman Israel, Executive Vice-President of Emerson Radio Corporation, declared in New York last week that despite great inroads by television, radio "is here to stay". He said radio production will henceforth be lower than television, but added radio will not be completely superseded by television any more than the phonograph was by radio.

U. S. Forest Service parachutists on the Ellipse back of the White House demonstrating how "smoke jumpers" fight forest fires, were seen at the National Press Club several blocks distant by press and radio reporters who were attending a meeting in connection with the Agriculture Department's forest-fire prevention drive.

Imports of radio receivers into Brazil had a total value of 147,312,408 cruzeiros during 1948, of which 103,881,932 cruzeiros' worth were from the United States, 20,954,381 from the Netherlands, and 15,100,668 from the United Kingdom. (One cruzeiro= approximately $.0534, United States currency).

A bill, introduced by State Senator Clarence Ward, of Santa Barbara, relieving radio stations of responsibility for defamatory remarks over which they have no control, is up for signature by Gov. Earl Warren of California.

Stromberg-Carlson Company in New York this week introduced a new television receiver line, most units of which contain what it claims is an entirely new chassis providing greater sensitivity, more power, finer picture definition and improved tonal quality.

The other seven models in the line all contain the new chassis and a new "tuning eye" which permits both brilliance and tuning control with one dial. Prices range from $479.50 to $940. Except for the low-end table model, all sets have either 12-1/2 or 16 inch picture tubes and FM-AM radio. The top models have automatic phonograph facilities, some for records of all three speeds and where phonograph facilities are not built in a jack for their inclusion is provided.

One by one Broadway theatres are being taken over as radio and television studios. Thus far eleven theatres are now being used for this purpose and more are being sought.

In a realignment of the film and production departments at CBS Television, Stanton M. Osgood has been named Director of CBS-TV Production, and H. Grant Theis, Director of Film Procurement and Syndication.

The thanks of the Puerto Rican Association of Broadcasters for help in removing the threat of a government-operated commercial station in Puerto Rico was expressed to the National Association of Broadcasters by Tomas Muniz, president of the island Association.

Senor Muniz was replying to a cablegram of congratulations sent following the report that application had been made to the Federal Communications Commission for transfer of the station, WIPR, to the Department of Education, to be used for educational purposes only.

Said to be radio's biggest jackpot - $52,000 in merchandise and cash - was won on CBS' "Sing It Again" telephone quiz Saturday (June 25) by Rush Clarke of Rochester, N. Y., 51-year-old sales engineer who had to stop working one year ago, after a heart attack.

Clarke won $27,000 in merchandise prizes by naming Gertrude Ederle, swimmer who conquered the English Channel, as the "Phantom Voice". Then, with $25,000 in cash hanging on the answer, emcee Dan Seymour asked Clarke: "Within a half hour of the elapsed time, I want you to tell me how many hours it took Gertrude Ederle to swim across the English Channel." Clarke's guess, 15 hours, copped the $25,000 in cash. The correct time was 14 hours and 31 minutes.

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